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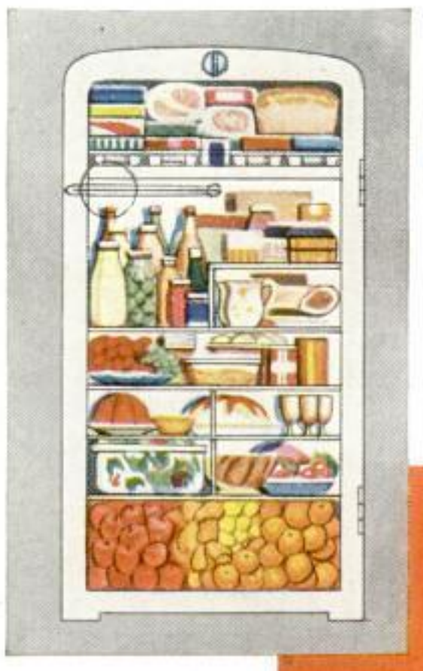
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. . . keeps fruits, extra vegetables or a case of soft drinks deliciously *cold*. Takes all that "roll-y" fruit off the shelves —releases as much as a shelf and a half of *extra* space for your other foods. It's *Kelvinator*, of course! . . . greatest food-keeping advance in years. See it today!



The Masterpiece Kelvinator takes special care of every kind of food. It's powered by Kelvinator's sealed-in-steel Polarsphere cold-maker . . . **famous for its** dependability and penny-pinching economy. See the complete line of 1948 Kelvinators **priced for every** budget at your Kelvinator dealer's today. **Kelvinator, Division of Nash-Kelvinator Corporation,** Detroit, Michigan.

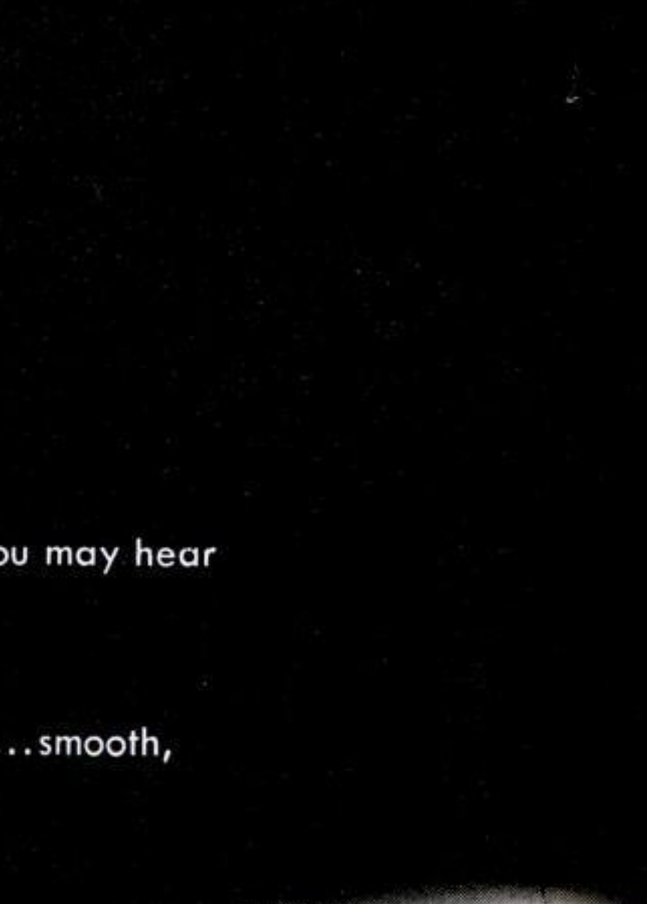
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LETTERS TO THE EDITORS

SMALL-TOWN GIRL

Sirs:

Having just completed the July 12 issue of LIFE, I threw it to the floor in disgust. Small-Town Girl, indeed! Where do you get that small-town stuff? If Longmont, Colo. (pop. 12,000) is a small town I'll eat LIFE.

If you really want to publish a story about a small town, take one like White Cloud—population about 900. We're really small.

HENRY H. SMITH

White Cloud, Mich.

Sirs:

I was born and raised in Cresbard, S. Dak., a town of 348 population. *That* is a small town!

In a really small town everyone knows everyone else. You say "hello" to everyone you meet on the street. Occasionally you will meet someone you don't know, but you at least smile at him because you know he is either a friend of friends of yours or someone who has recently moved to a farm nearby whom you haven't met yet.

META BRO

Burbank, Calif.

Sirs:

. . . They look at us and you can see the reflection of our hayseeds in their eyes. They think we're freaks. But we look at them—poor, harried, hurried souls—and we think they're downright peculiar.

I suppose some people have to live in the cities, but my, I feel sorry for them.

ANN TABER

Alpena, Mich.

Sirs:

What girl would want to leave a small town like Longmont, Colo. for the "big city"? Unfortunately the small towns my roommate and I left are a far cry from Longmont, but I'm sure they are much more typical of the U.S.'s small towns. We left no lovely spots to swim, ride or golf—nor a series of Saturday-night dances with college boys. We left what are truly small towns. Dull people with no ideas, typically pictured leaning on the back fence moaning about the weather.

MARY ALICE WAGNER

Pittsburgh, Pa.

DEMOCRACY AT WORK

Sirs:

I am a British citizen married to a U.S. Army veteran. After listening to the convention broadcasts I am disillusioned and sadly at a loss to know on what the U.S. bases her claim to be the shining example of democratic electoral procedure.

Are the states' delegates representative of the ordinary American voter and if so how does the average voter make his wishes known as to which candidate he wants nominated? Why, when it becomes obvious that one particular candidate will, in any case, poll the required votes for nomination, do delegates who have previously gone all out against this candidate suddenly "get on his bandwagon"?

While I can understand that even delegates to a political convention are, after all, only human and probably get the holiday spirit as most of us do when away from home, is it necessary to bring this hilarity right into the Convention Hall and turn the whole proceedings into something resembling Mardi Gras or Epsom Derby Day?

As an Englishwoman I have lived most of my life in a country long dedicated to democratic traditions and representative parliamentary election. Therefore I am naturally interested in the apparently contradictory scene the recent conventions presented.

It seems to me that perhaps the U.S. should take another look at her political methods at home before taking it upon herself to hold them up as a model for the rest of the world.

J. PAMELA WADSWORTH

Coolidge, Ariz.

CHIEF CRAZY HORSE

Sirs:

In your issue of July 12 I notice an article stating that a 500-foot figure of the Sioux chief, Crazy Horse, has been begun by Sculptor Korczak Ziolkowski.

I wonder at the mentality of those who are willing to throw away millions of dollars to commemorate the act of a savage beast such as this Indian proved himself to be.

L. L. TEMPLE

Yoakum, Texas

● The purpose of the statue, according to Chief Standing Bear, who conceived the idea, is "to create a bond of understanding between the red men and the white."—Ed.

Sirs:

You gave Chief Crazy Horse credit for overwhelming General George Custer in 1876. *All* of my references give Sitting Bull credit for this feat.

MRS. WALTER C. IVEY

Benton La.

● Sitting Bull, primarily a political leader, precipitated Custer's Last Stand by refusing to move into the reservation to which he had been assigned. But it was Chief Crazy Horse who actually led the Sioux warriors in battle against Custer.—ED.

TITO

Sirs:

In his article, "Tito the Nationalist" (LIFE, July 12), Brigadier Fitzroy MacLean would have us believe that it was Tito who did all the fighting and

CONTINUED ON PAGE 4

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Volume 25 Number 5

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three men have their eye on Rosalind....
one of them is up to no good!





Rosalind Russell

in

THE VELVET TOUCH

A FREDERICK BRISSON PRODUCTION

also starring

Leo Genn · Claire Trevor

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with

LEON AMES · FRANK McHUGH · WALTER KINGSFORD · DAN TOBIN

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I've discovered the longer, finer cigarette

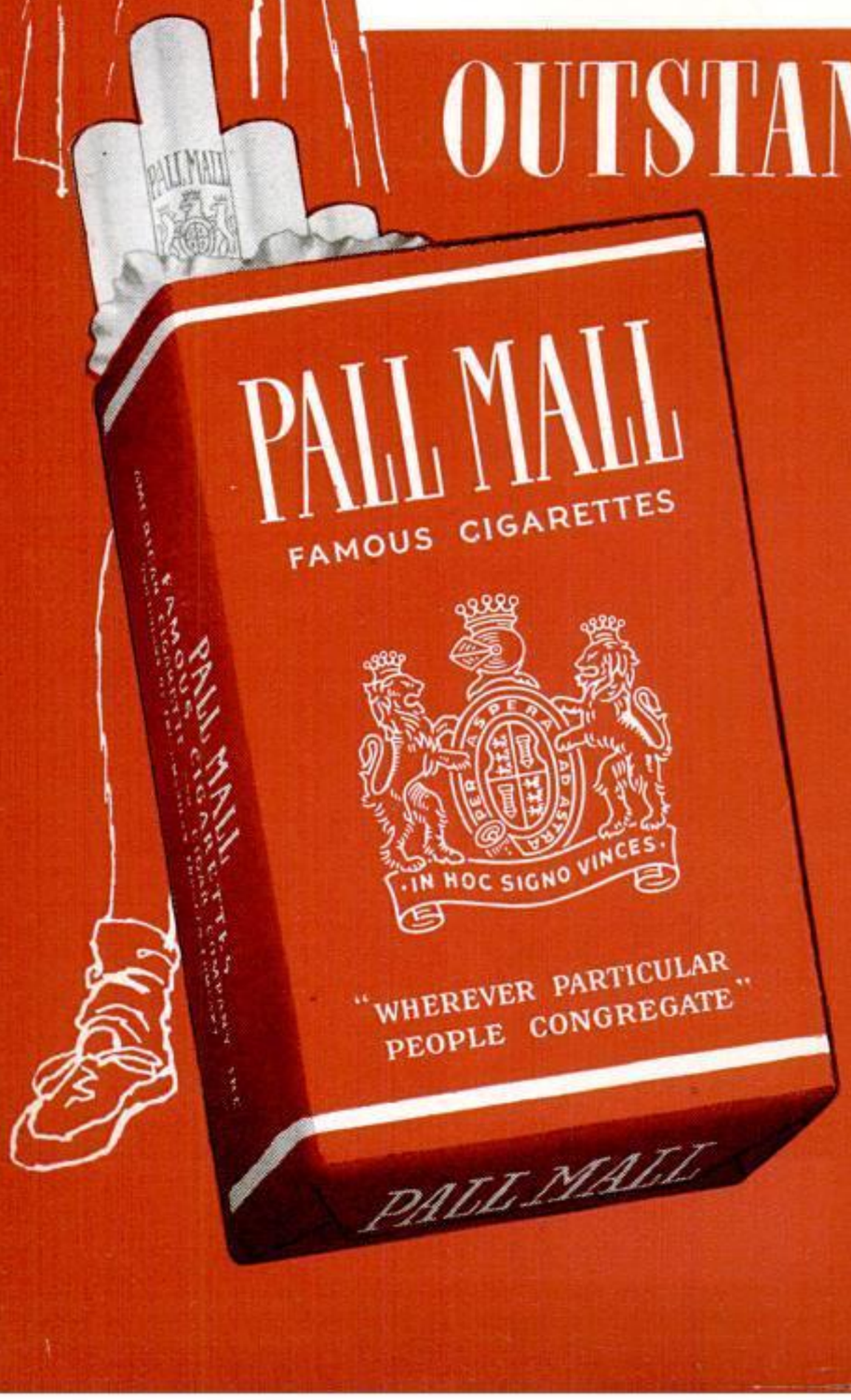
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PALL MALL—the *longer, finer* cigarette in the distinguished red package.

OUTSTANDING



-and they are mild!

LETTERS TO THE EDITORS

CONTINUED

that he cleared the Germans out of Yugoslavia all by himself. Facts would prove otherwise. The Chetniks, led by General Mihailovich, did most of the actual fighting in Serbia against the Axis. In his book, *Ally Betrayed*, David Martin gives evidence that many of Tito's men were collaborationists and that the Partisans' military contribution in freeing Yugoslavia fell way below that of the Chetniks.

Now that Tito has defied the Cominform, and indirectly Russia, many people will be made to believe that he is not a dictator but a leader loved by his people. As for the people loving him, in his three years of rule he has not dared to show himself among them.

ROBERT H. ANDERSON
Buffalo, N.Y.

BURNING STEEL

Sirs:

My friend and I are having an argument about the ability of the man pictured on page 70 (LIFE, July 12) to stand that close to a red-hot piece of steel. My friend contends that the man pictured was drawn in and says that it is not a photograph.

B. R. HOOPER
Houston, Texas

● The forge operator, not superimposed but photographed as he stands his usual 25 feet from the red-hot ingot, reports that the shop temperature is just about the same as a city street on a hot summer day.—ED.

"SUMMER HOLIDAY"

Sirs:

Thanks for your comments on the picture *Summer Holiday* (LIFE, July 12). As an usher during my summer holiday I was forced to see, hear and smell that excuse for a picture for one whole week.

If our theater was any example, Mr. Metro, Mr. Goldwyn and Mr. Mayer made just about enough to enjoy one whopping good small Coke among themselves.

NORMAN WILENSKY
New Haven, Conn.

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NO BRUSH

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The Man with the Woe

What woe? The woe of a *clutching, shrinking* shirt!

And the pity of it is that he *just plain forgot* to look for the "Sanforized" trademark!

Nearly everybody past the sixth grade knows that the "Sanforized" trademark on shirts / shorts / pajamas / sport clothes means that the garment will never lose its size and fit to shrinkage! So . . .

Insist that the name "Sanforized" be on view, big as life, and tell your women folks to do the same! *Always.* ALWAYS!

The comfort never shrinks away from the garment with "Sanforized" on the label.

•SANFORIZED•
TRADE ® MARK

Cluett, Peabody & Co., Inc. permits use of its trademark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trademark "Sanforized" will not shrink more than 1% by the Government's standard test.

The Man with the Woe

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SLANT-EYED (QUEEN "ISABERLA" (ISABELLA) OF SPAIN RECEIVES HOMAGE OF YOUNG "KORONBUS" (COLUMBUS) AS HE PROPOSES VOYAGE

SPEAKING OF PICTURES...

... FIRST JAPANESE HISTORY OF AMERICA WAS ERRATIC

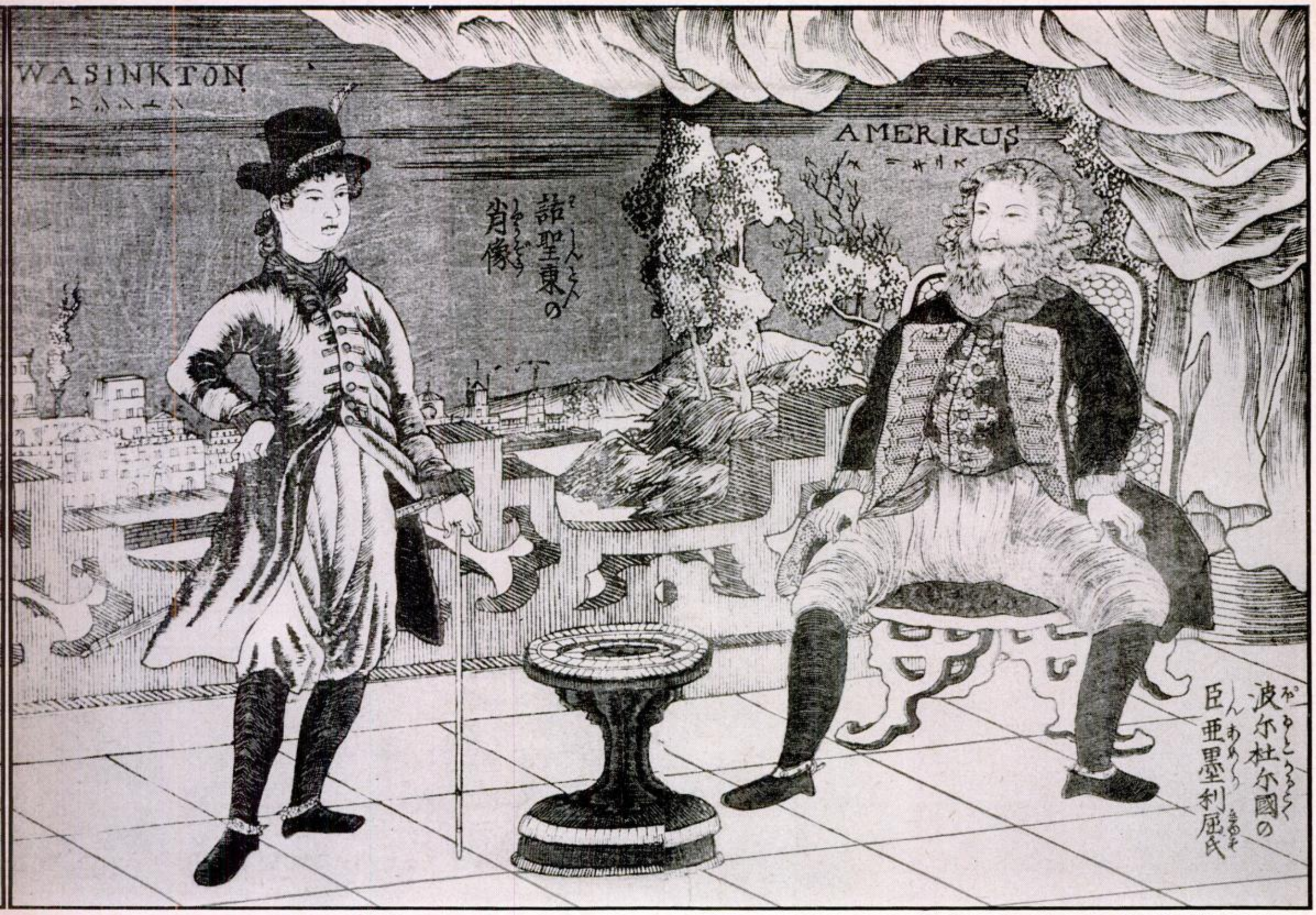


AMERICAN FAMILY, with some of the diners wearing high hats, sits down to lunch at a well-draped table. The Japanese were most surprised by the sight of men and women eating together and by the use of forks instead of chopsticks.



STREET SCENE representing life in Washington, D.C. shows a horse-drawn carriage with silver wheels,

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DAPPER YOUNG GEORGE "WASINKTON" (1732-1799) PAYS UNEXPLAINED VISIT TO MAJESTICALLY BEARDED AMERIGO VESPUCCI (1451-1512)

Hardly had Commodore Matthew Perry sailed his fleet into Tokyo Bay in July 1853 than an alert Japanese publisher brought out a five-volume illustrated work entitled *Meriken Shinshi*, or New Account of America. These books, which gave the Japanese a first peep at their new neighbors, were found in Japan by Hawaiian Professor Shunzo Sakamaki and recently brought to U.S. attention by Harvard Anthropologist Alfred M. Tozzer. The Japanese author gave his readers plenty of information but he stumbled on chronology and English spelling. "Wasinkton" calls on "Amerikus" (Amerigo Vespucci, *above*) two centuries after the explorer died. To a feudal Japanese author the most astonishing thing about America was the way its rulers failed to hold on to their power. "When they assume office they become clothed with authority, so the masses regard them with respectful fear. But this is only for a period of four years."



d belonging to a very rich man. Iron poles in front of the houses are described as a protection against lightning.



BATTLE OF "JOLKTOWN" is shown by caption to be not Yorktown but really the battle of Saratoga. Washington, mounted on horse, waves a stubby sword while his men pour devastating fire into the ranks of the British redcoats.

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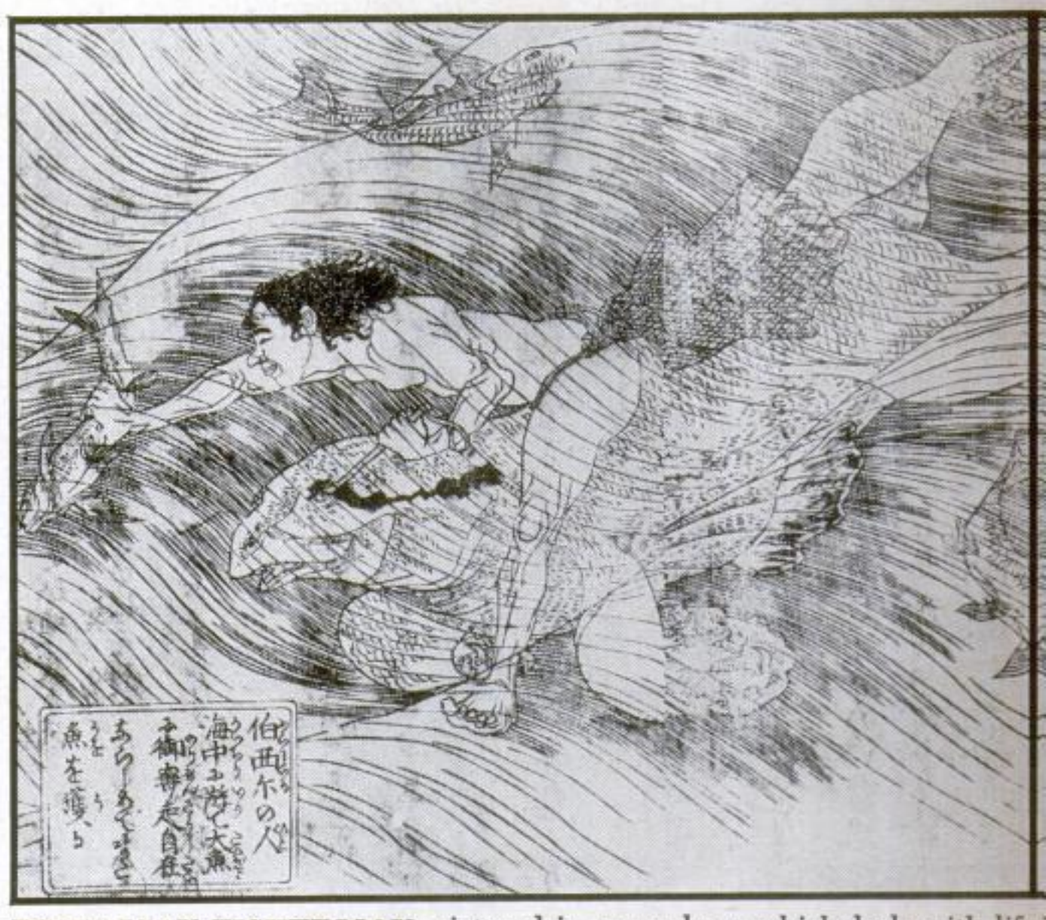
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SPEAKING OF PICTURES

CONTINUED



TERRIFYING SCENE from the exploratory era is identified only as "Mer-chants of a Western Country drift upon American island and see a devil god."



BRAZILIAN FISHERMAN, pictured in one volume which deals with life in South America, nonchalantly rides a turtle undersea while he grabs for fish.



NATIVE CHILEAN HUNTER from the "Land of the Long People" brings down a fowl. A girl clad in leaves and a most inviting smile retrieves it for him.

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"I was all at sea - but not for long!"

To a couple of Easterners like Bill and me (I love saying it together —we're on our honeymoon), California is sort of overpowering at first. Big trees, big open spaces, big waves at Catalina. But the *people* are so helpful and hospitable you don't feel at sea very long!

Our get-acquainted call on Bill's second cousin Helen in L.A. ended up with us enthroned in her dream of a guest bedroom. With—I *notice* these things now that I'm going to keep house myself—luscious percale sheets on the beds. "Cousin Helen," I sighed, "I *love* being a guest. Real percale! Wish *we* could afford 'em!"

"But, honey! Don't you know?" Cousin Helen laughed. "These sheets that you're admiring so are *Cannon* Percales! They cost only a *little* more than heavy-duty muslins! Just *everybody* is buying them—for every bed in the house!" My eyebrows went up to my topknot. "You mean these Cannon dream-sheets are practical *too?*" I asked.

Cousin Helen led me to her linen closet. "I've had these Cannon Percale Sheets since *I* was married," she told me. "Wonders for wear! And see how fine-woven—with 25% more threads than best-grade muslins! So light that bedmaking and laundering are easier!" I learn fast. "Come visit *us*," I invited—"by then, *I'll* have 'em too!"



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Beat the heat with this 10-minute treat!

FRANKS AND FRUIT SALAD
Simmer 2 pounds of Swift's Premium Franks in water for about 7 minutes. Drain and place 2 on each toasted bun half. Top with hot, undiluted mushroom soup and, grated cheese. Serve with chilled fruit salad. Yield: 8 servings.

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PUBLISHER
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ADVERTISING DIRECTOR
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Vol. 25, No. 5

LIFE

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August 2, 1948

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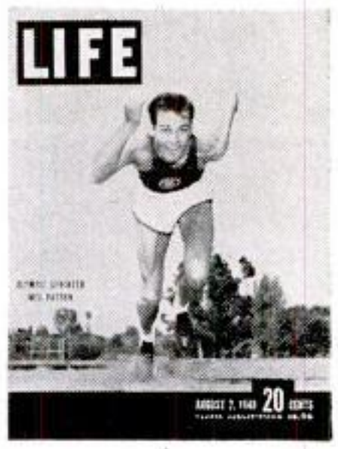
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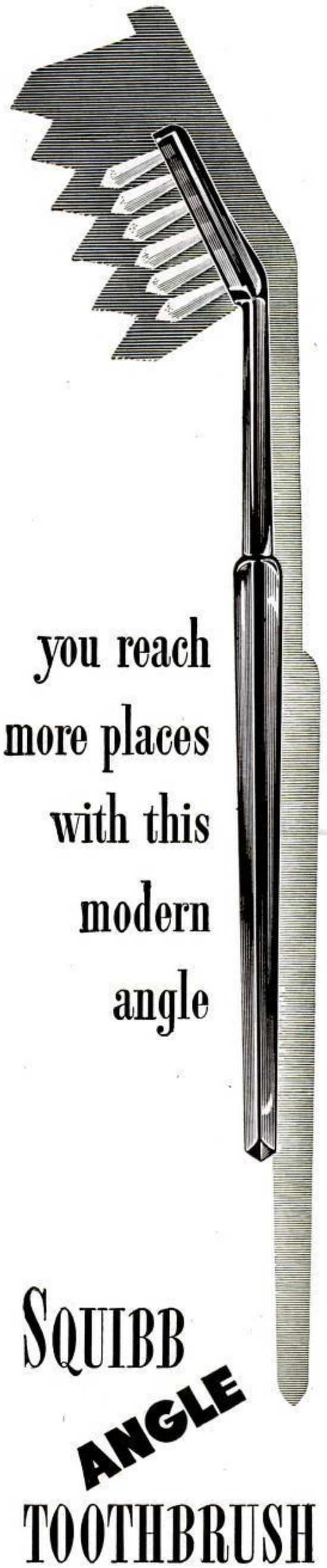
LIFE'S COVER

The long-limbed runner on LIFE's cover is called "the world's fastest human" by U.S. Olympic Track Coach Dean Cromwell. He is 6-foot, 145-pound Mel Patton of California. How apt Cromwell's description is will be determined this week as Patton races against other fast humans of the world in the 100- and 200-meter dashes in the XIV Olympiad at London. Patton, married and the father of a 2-year-old daughter, is one of the mainstays of the U.S. team of 341 athletes who will compete in 17 different sports. For a look at some of the best U.S. bets and at some of the foreign favorites, see pages 41 to 45.

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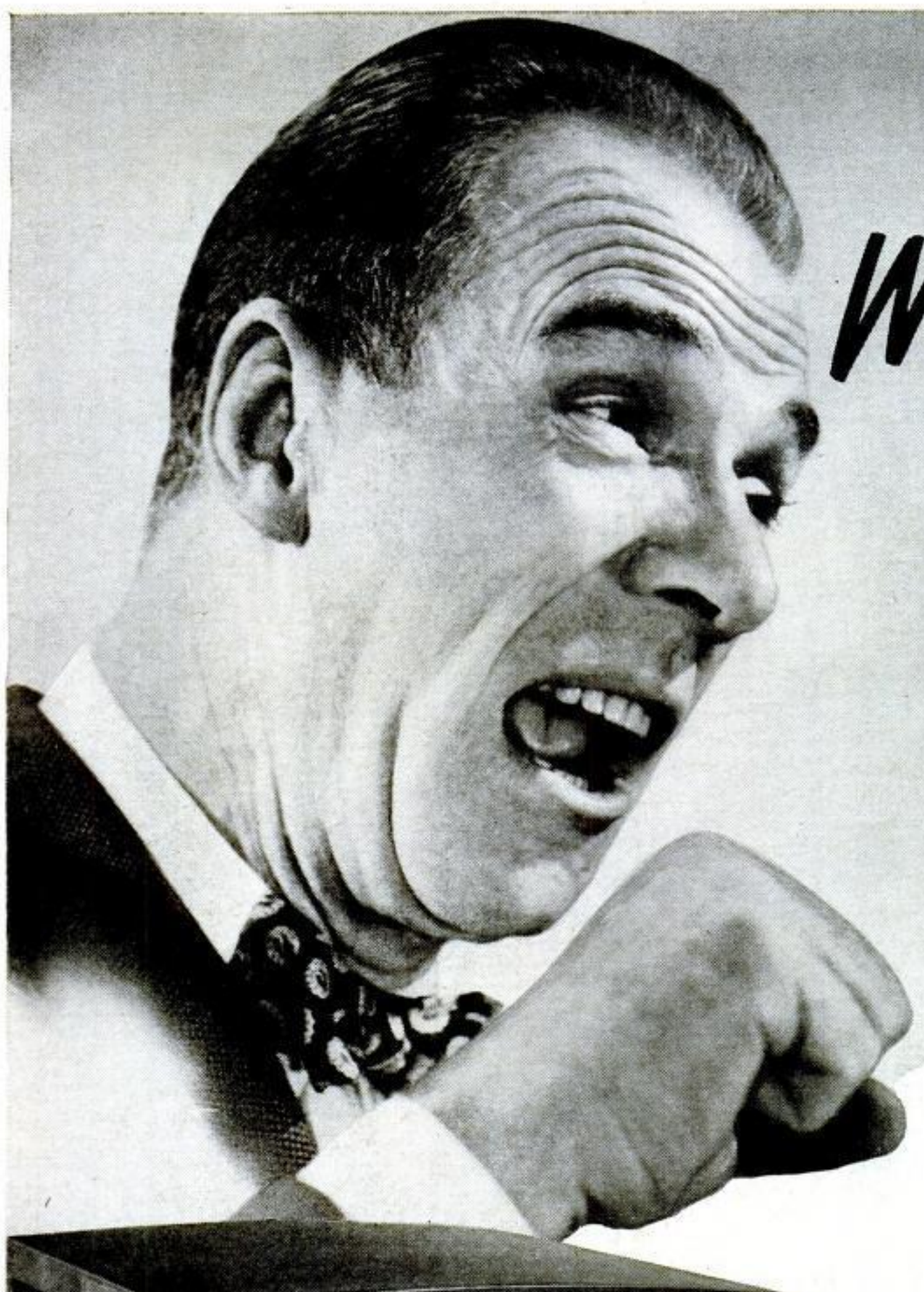
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bent like a dentist's mirror
to reach more places

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LIFE
Vol. 25, No. 5 August 2, 1948

COVERED BY THREE GURKHAS, BRITISH POLICE CAPTAIN WILLIAM STAFFORD KICKS IN THE DOOR OF A COMMUNIST HANGOUT DURING A RAID IN BATU ARANG

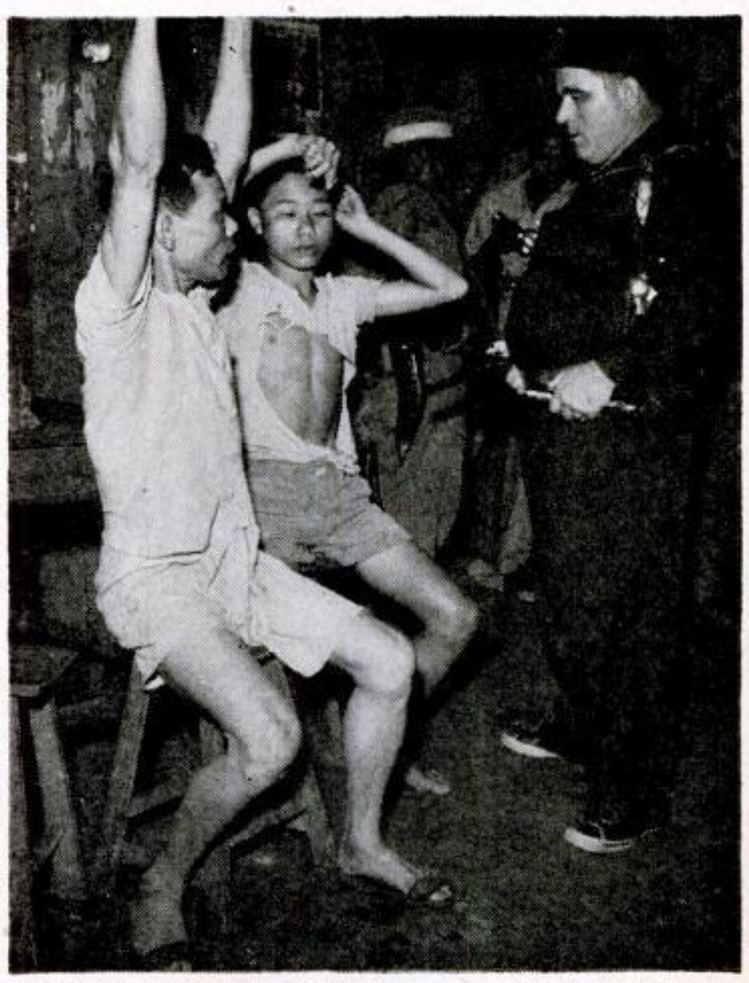
AN INCIDENT IN MALAYA

KILLING OF COMMUNIST LEADER CLIMAXES BLOODY GUERRILLA WAR

A fascinated and tremulous world kept its eyes on the great struggle for Berlin. Almost unnoticed in a far corner of the world arena, a group of colonial Communists had suddenly gone berserk. Their adversaries were British and native police, fighting for the peace and safety of Malaya.

The British-controlled Malayan Union, rich in rubber and tin, occupies the lower half of the dog-leg-shaped Malay Peninsula which thrusts down from western Asia into the South China Sea. In the jungles and shanty towns, an army of 5,000 Red guerrillas has been gathering strength for six years. Last week this army was on the march, killing and burning in a terroristic effort to drive out "white capitalists" and their sympathizers. British and Gurkha troops spearheaded by native police were fighting back, raiding Communist headquarters (*above*), pursuing Reds in the bush and struggling as best they could to halt the wave of murders and sabotage. It was not called war, but it was war, a brutal struggle in which both sides gave no quarter and expected none.

To record the combat LIFE Correspondent Roy Rowan and Photographer Jack Birns accompanied a British police raiding party into the jungle. They saw Lau Yew, top Red leader in all Malaya, shot down in the kunai grass. They saw tough, burly Captain Bill Stafford (*right*) and 20 of his men fight off a wild charge by 40 well-armed guerrillas. Their reports and pictures of the action—in which Birns and Rowan came within a carbine's flash of losing their lives—are on the following four pages.



FRIGHTENED REDS, who gave up in the raid without firing a shot, are questioned by Captain Stafford.

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COMMUNIST TACTICS RANGE FROM SABOTAGE TO MURDER

In their effort to drive out the British, Malayan Reds stage lightning raids on key plantations, mines and industries. They also terrify the population by systematically murdering pro-British natives. Above: a crane lies wrecked after a Communist attack on Malayan Collieries Ltd. Below: a Chinese weeps as he recognizes the body of his brother, executed by the Reds, in an improvised morgue.



THE DEATH OF LAU YEW

Informer leads the way to his jungle hide-out and sharpshooting detectives finish him off

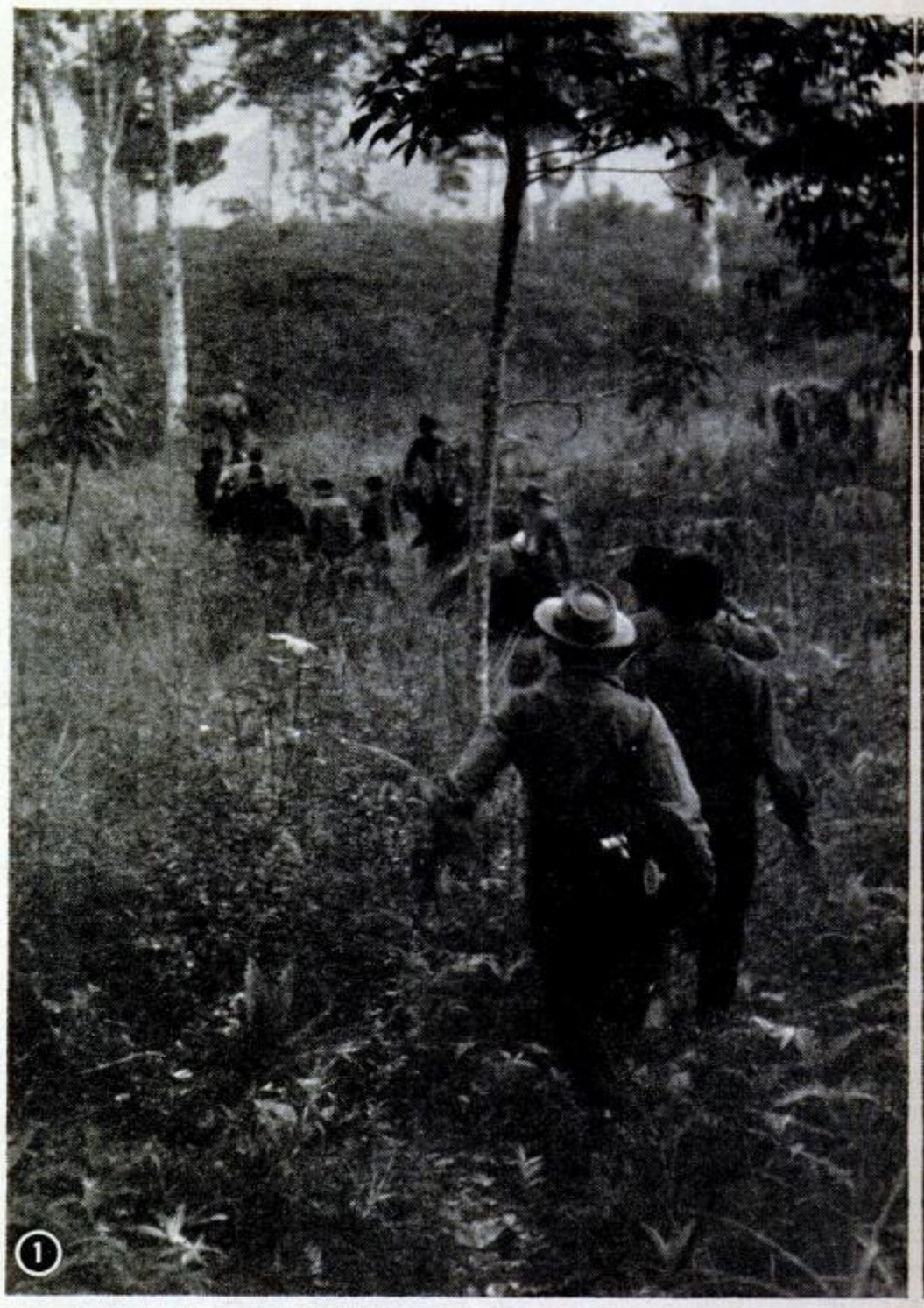
At dawn on July 16, Photographer Birns and Correspondent Rowan were an hour out of Kuala Lumpur in the Malayan jungle, following Captain Stafford and a squad of 20 detectives. Led by an ex-Communist informer, they were out to kill the leader of the Red guerrillas, Lau Yew. Here is Rowan's report:

When the stars faded and pink light streaked the sky, the informer picked up a narrow path which opened into long slanting rows of rubber trees. We went through the rows and emerged on the rim of a deep basin-shaped hollow, blanketed with yellow kunai grass. At the bottom were three flimsy shacks. The informer pointed to the center shack where a woman puttered over her morning chores. It was a peaceful little valley...

The squad moved slowly toward the house. As they approached, the woman glanced up, saw them and shrieked in alarm. Three men came running from the house carrying revolvers. They wheeled and fled. A sharp crack of carbines firing in rapid succession rang through the ravine. There was a scream followed by more shots. Then it was quiet... Two terrorists were dead. Six women and two other men were captured...

Stafford hurried up the hill to where one victim lay in the grass. It looked like Lau Yew. Blood dripped from his neck and trickled into the grass. A Luger lay on the ground beside him. Two detectives came up and dragged the body down toward the prisoners. Lau Yew's wife stood among them. "See if that's her old man," Stafford said. They forced the woman close to the corpse. She stared blankly at it and then nodded...

"All right!" yelled Stafford. "Let's burn this place and get out. There may be more of them around." A detective sweating in his black uniform lit a torch and touched the roof. In a minute the entire shack was in flames. Elated by their big catch, the squad packed up to leave. . . .



CLOSING IN on guerrillas' hide-out, police pick their way at dawn through a rubber plantation. Communists' huts are in a hollow just beyond the trees.

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②

CAPTURED COMMUNISTS—handcuffed guerrilla captain (*seated*) and a badly frightened Chinese woman—are questioned by native detectives during the roundup.



④

DEAD COMMUNIST Leader Lau Yew, once the head of all Red forces in Malaya, lies in the brush, splattered with blood, while grinning policemen identify his body.



③

DETECTIVES BLAZE AWAY at Communists fleeing through grass. One of these sharpshooters sent a bullet through Lau Yew's head at a distance of about 50 yards.



⑤

BLAZING TORCH is applied to the thatched roof of a Communist hut so that other Reds will not be able to return and move in again after the police raiding party has gone.

CONTINUED ON NEXT PAGE

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⑥

MOMENTS FROM DEATH, Communists sit disconsolately under guard in the path. Shortly after this picture was taken a band of guerrillas opened fire with machine guns from the jungle and most of the prisoners were killed in the crossfire. At the right lies the riddled body of a man police believe was the top Communist in the State of Johore.

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REDS COUNTERATTACK

Just as the raid seems all over, guerrillas ambush police with machine guns and grenades

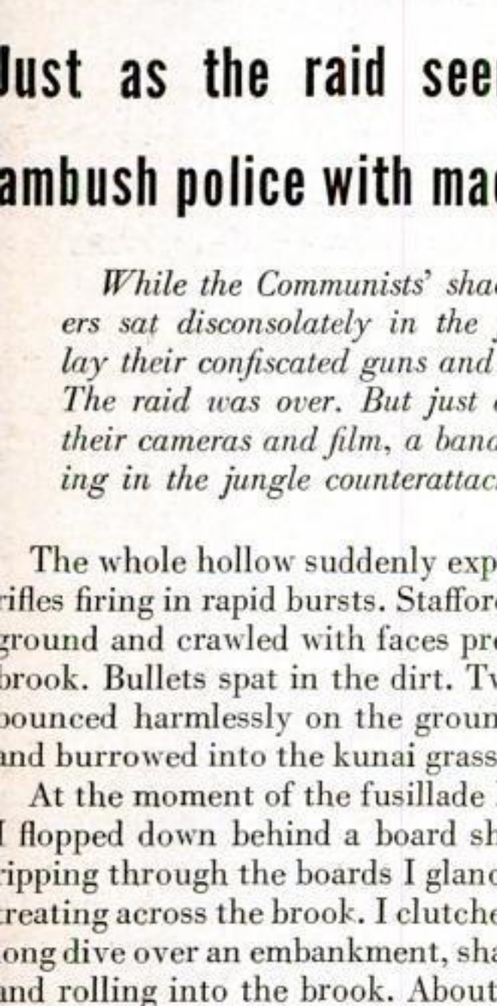
While the Communists' shack burned the handcuffed prisoners sat disconsolately in the jungle path (opposite). *Nearby lay their confiscated guns and the body of one of their leaders. The raid was over. But just as Birns and Rowan packed up their cameras and film, a band of guerrillas who had been hiding in the jungle counterattacked. Rowan's account continues:*

The whole hollow suddenly exploded with a blast of Bren guns, and rifles firing in rapid bursts. Stafford and the detectives sprawled on the ground and crawled with faces pressed hard against the turf toward a brook. Bullets spat in the dirt. Two hand grenades exploded. A third bounced harmlessly on the ground. Men wriggled through the water and burrowed into the kunai grass on the opposite bank of the stream.

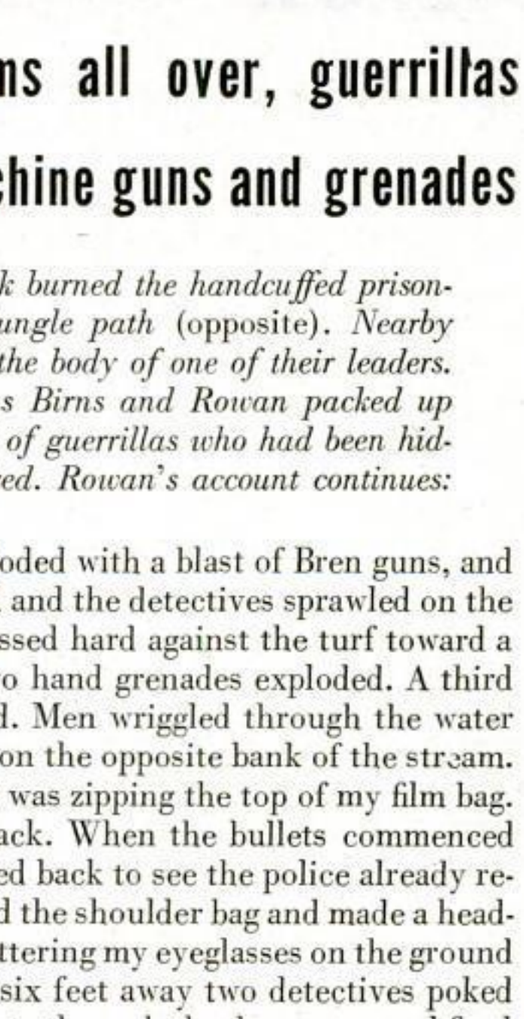
At the moment of the fusillade I was zipping the top of my film bag. I flopped down behind a board shack. When the bullets commenced ripping through the boards I glanced back to see the police already retreating across the brook. I clutched the shoulder bag and made a headlong dive over an embankment, shattering my eyeglasses on the ground and rolling into the brook. About six feet away two detectives poked black carbine and Tommy gun snouts through the deep grass and fired earsplitting bursts directly over my head. I screamed for them to hold fire until I could crawl from the creek into the kunai grass behind them.

In the grass I noticed for the first time that my film bag was still open —and empty. Somewhere in my wild dash for cover I had dropped the whole record of the raid. I shouted hoarsely for Jack, but there was no answer. For ten minutes I groped around calling for him, expecting to stumble on his dead body at any moment. When I finally found him he was crawling around looking for me. "I thought you were dead," he said.

The house still burned fiercely, and about 30 Communist guerrillas slid downhill to a position behind it. Jack and I lay flat in the grass, afraid to raise our heads to take pictures. A police vehicle suddenly appeared in the narrow cart tracks near our position. (Stafford had sent six men to get the vehicles just after Lau Yew was shot.) He seized the opportunity for a bluff and yelled out, "Here come the Gurkhas! Here comes the army!" His men took up the cry and moved forward in a fake counterattack. The firing gradually subsided until only the sharp report of single shots echoed in the hollow. Then it was quiet. The Communists had gone as suddenly as they had come. A detective raced up to the smoking house and found our film lying in the mud. "That's bloody promiscuous shooting," growled Stafford. "Now let's get out of here."



CORRESPONDENT Rowan was caught in crossfire, crawled to safety.

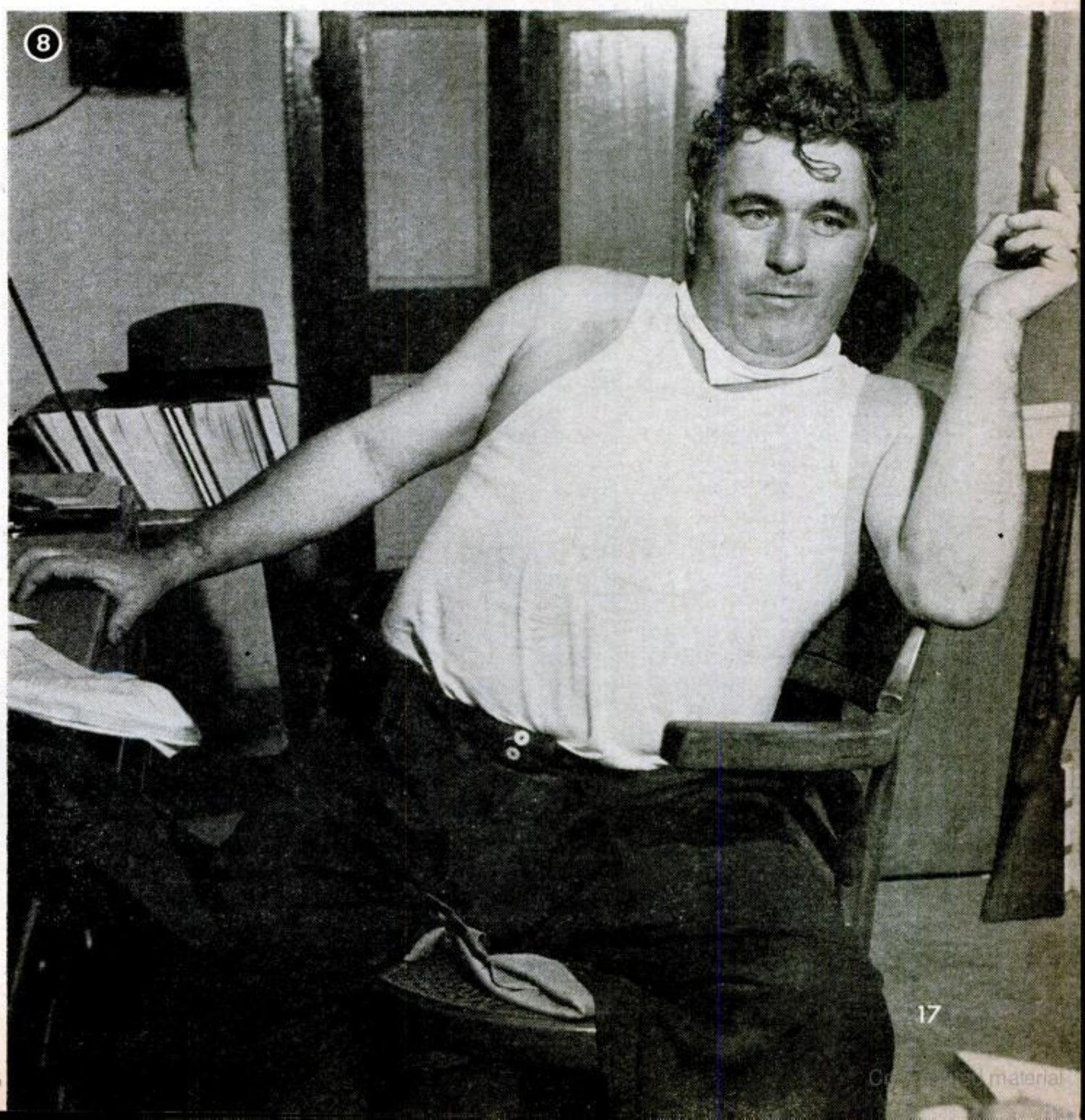


PHOTOGRAPHER Birns, separated from Rowan, thought he was killed.



7

POLICE PULL OUT in an army truck. Captain Stafford (*below*) back at his Kajang headquarters rests at the end of a hard day's work. Stafford, a onetime Shanghai cop and known in Malaya as "The Iron Broom," has personally shot more than 30 Communists since the uprising began.



8

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EDITORIAL

WESTERN UNION

IT IS IN THE DOLDRUMS NOW, BUT ENERGY AND FAITH HERE AND IN EUROPE CAN MAKE IT A REALITY

Last week we had a war scare. It became starkly apparent that any one of a dozen incalculable events could place us at war with the Soviet Union. The tension eased off toward the end of the week, but the measure of the alternatives now before us was President Truman's indicative remark in Washington that the *chances* of peace are excellent. He could be wrong. We know now that when we take a stand, as we have in Berlin, we run the risk of war. That fact and that risk will be with us from now on.

Must we then, so soon after World War II, think of Europe only as a theater of war? The answer is No. There is still in Europe the hope of peace and with it the makings of a constructive advance in the shape and life of the West. The great project of Western Union, which LIFE discusses below, continues to challenge Europeans and to deserve the interest and support of Americans.

PROMISE AND TRANCE

It is just six months since Ernest Bevin stirred Europe and the U.S. with the promise of Western Union. His proposal, hazy though it was, seized the imagination and fired the hopes of the Atlantic world. In some form of association, however limited at the start, the free, weak and insufficient states of Western Europe perceived the prospect of a strength which they could not separately regain. The U.S. welcomed any sign of positive thought and action in postwar Europe, and this one perfectly suited American interest and policy. The early stimulus of ERP and the shock of the Communist conquest of Prague furthered a rush toward defensive grouping, and in its editorial of March 22 LIFE was moved to say, "At any moment the death of nationalism and birth of unity in postwar Europe may be an accomplished fact."

Yet today, so far as Americans can tell, European nationalism is very much alive and Western Union is comatose or dead. Why has so little seemed to happen?

Western Union is not dead, but it is badly and unnecessarily stalled. The underlying fact is that Western Europe, having produced the idea of union, has not produced the energy and leadership required to make it a reality or even an immediate possibility. This lack of leadership has been aggravated by a fatigue of the mind and soul which dulls the desire for union and blunts the popular initiative which might otherwise compel mediocre leaders to act in keeping with their times. We in our plenty and vigor are not entitled to reproach Europeans on this score, but we may properly deplore it.

This fatigue has contributed to some phenomena which Americans, inclined to give tit for tat, might be tempted to call "European isolationism." There is an understandable but nonetheless regrettable preoccupation on the part of each nation with its own troubles and dangers. The mountainous difficulties of Great Britain have thus engrossed that island, inspiring a Briton to say in explanation last week, "We are like a man with the toothache who is more concerned with stopping the pain than with the ultimate fate of his immortal soul." Britain's socialists, notwithstanding that one of their number proclaimed Western Union, have in the group displayed a narrow aversion to anything except their own brand of socialist association which would discredit the narrowest of old-style U.S. isolationists. The French have similarly seemed at times to be in a trance of introversion which has inhibited the ablest of their statesmen and vitiated their genuine instinct for union.

It is truly said that Western Europe is engaged in an impressive variety and number of efforts to "integrate" at what the jargonists of cooperation call "the functional level." In London this week military representatives of Britain, France, Belgium, the Netherlands and Luxembourg are talking toward the unified staffing and command of their armed forces, and a U.S. general is talking with them. Sundry committees and intra-European organizations are allocating some of Europe's coal and steel, trying to restore the free exchange of Western currencies, without which continental trade can never be revived, and otherwise grasping some of Europe's prickly economic nettles. Something of the kind is what many Americans and Europeans have had in mind when they applauded Western Union, and most of the public officials and private experts concerned in these endeavors hold that they represent a quiet advance toward Western Union and are all that can reasonably be expected.

The Great Delusion

LIFE disagrees. They are *not* Western Union or anything close to it. We only fool ourselves if we imagine that these efforts, notable though they are, as yet constitute any real progress toward real union. Some of them are not advances toward, but evasions of, the painful surrender of national sovereignty which the participants in any union must acknowledge. In practically all of the joint engagements so far entered Western European governments not only do not acknowledge a surrender of sovereignty, they specifically reject the merest suggestion of such a surrender. At the meeting which established the European organization to handle Marshall aid—an organization widely hailed as a great advance toward union—Ernest Bevin remarked that the question of sovereignty "does not arise." Western Europe will be convincingly on the road to union when a minister in similar circumstances announces that the question of sovereignty *does* arise and that his government is prepared to lose some of its sovereignty.

Should we, then, abandon the hope and idea of Western Union in the nearer future?

We need not, and we should not.

We can fairly ask of Western Europe's statesmen what the astute London *Economist* recently demanded of British statesmen: that they either practice what they feebly preach or cease to preach Western Union. And we can, in the words of one of LIFE's European correspondents, "at all times make Western Union the condition of U.S. aid, and that aid the reward of union." The factors working for and against union in Western Europe itself just about cancel each other out, and it looks as though Western Union will never happen unless we make it happen.

That is taking a great deal upon ourselves, and we must be very sure that we act with the discretion, intelligence and coherence which so large an undertaking demands. So far our diplomacy has not displayed these qualities, and its failure to do so has been at least a negative reason for the doldrums into which Western Union has fallen.

In Europe today there is no belief in a U.S. belief in Western Union, for the sufficient reason that our State Department does not believe in it as a current practicality. On its own showing the State Department is at least as obsessed with the admittedly immense difficulties as are the Europeans whom we are supposedly urging toward union. The *Economist*'s previously cited advice to the British Foreign Office, to practice Western Union or stop pretending, is equally applicable to the U.S. State Department if it is judged (as it should be) by the impression which it has so far conveyed to continental Europe. The new ECA, which now shares the duty of making and expounding U.S. policy in Europe, has very recently created an awareness that the U.S. wants a kind of economic integration which will be a genuine step toward Western Union and means to use ERP to that end. But in the crucial months which followed the initial impetus of the Marshall program the State Department was responsible for Europe's understanding of U.S. intent, and Europe was given no proper understanding.

Of Little Faith

Many of these shortcomings, in Washington and in Europe, could be corrected by an act of faith.

We mean: faith in the U.S.

When our statesmen and those of Europe grasp the nature and strength of U.S. purpose; when they come to believe, as they ought now to believe, that the U.S. is indeed prepared to defend its *manifest* interests anywhere on earth—then Western Union and a great deal else will seem simpler and emerge faster. Then it will be seen that such episodes as Congressman Taber's last-ditch attack on ECA are significant only because they are the aberrations of U.S. policy and performance in 1948. They are not the norms. The norms are the Marshall speech at Harvard last year, and ERP; they are General Clay in Berlin, and Senator Vandenberg, and the resolution in which the Senate at his behest declared its fundamental internationalism; and the platforms of the Republicans and the Democrats, who were constrained to express the same internationalism in party terms. Surely the meaning is plain enough. The U.S. course is set, beyond the power of any party or president or Congress to alter it gravely or for long.

Europe's statesmen do not fully appreciate these facts. Nor do our statesmen. But they will. They must.

PICTURE OF THE WEEK



BARKLEY TELLS BARKLEY

"NOTIFICATION CHAIRMAN" FACES THE NOMINEE

When committee chairmanships were passed out at the Democratic national convention, Senator Alben Barkley was honored with the post of "chairman of the committee to notify the vice-presidential nominee." When Barkley was chosen as the vice-presidential nominee two days later, he was relieved of the duty of notifying himself. But last week, for the benefit of photographers, Senator Barkley faced the ungallused image of Nominee Barkley in a mirror and intoned, "Senator, you are the vice-presidential nominee."

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REPORTERS GET THEIR DANDER UP

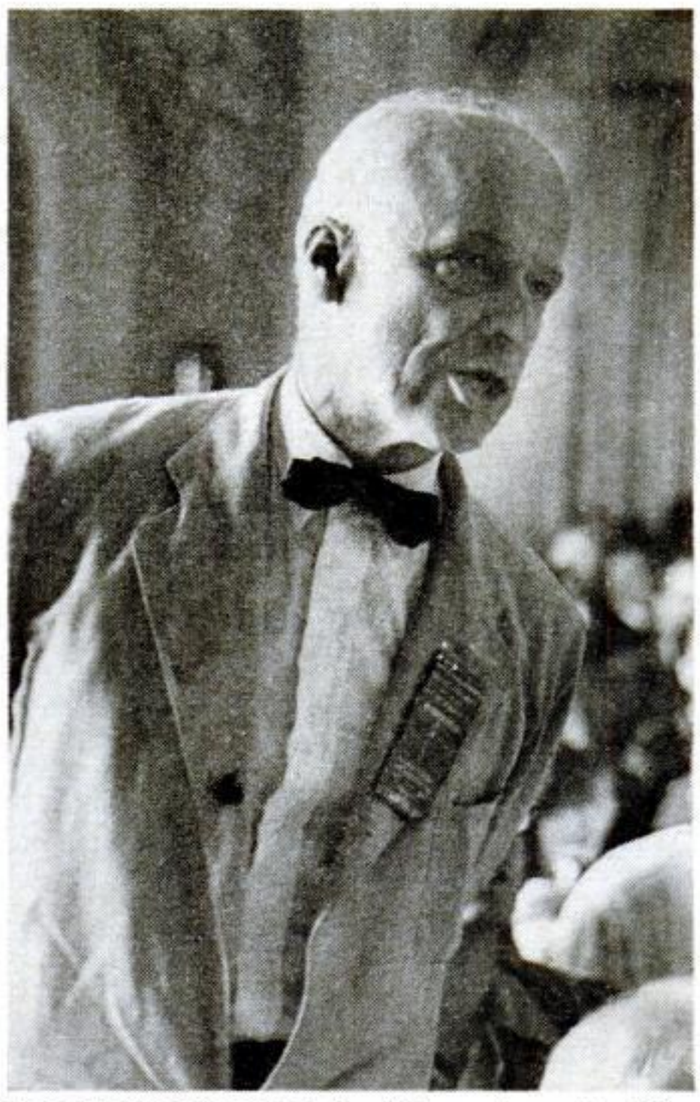
The pictures below were made at Wallace's big press conference at the start of his convention. Many of the biggest by-line names in journalism were in the crowd, and as it turned out Wallace thoroughly alienated practically all of them. British Correspondent Rebecca West wrote, "It was as if [Wallace], being an absent-minded man, had started sabotaging himself."



WESTBROOK PEGLER, who likes to call Wallace "Old Bubblehead," rises to announce he is present and wants to talk about the mysterious Guru letters —some weirdly mystical notes addressed to a minor cultist named Nicholas Roerich. Pegler claims Wallace wrote them and wanted to know point-blank.



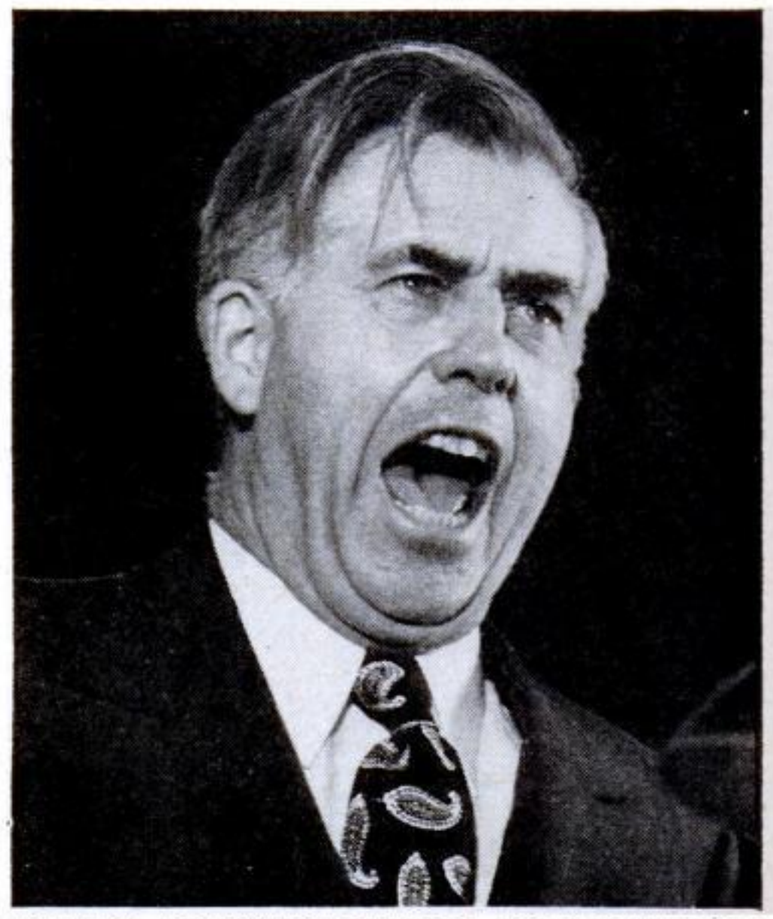
H. L. MENCKEN, journalism's witty old scold, rises after Wallace has said he will not talk to Pegler or any Pegler "stooge." With delicate irony Mencken said he could hardly be considered an agent for Pegler, thought the Guru matter had gone so far that Wallace should clear it up. Wallace still refused to answer.



NORMAN THOMAS, Socialist war horse doubling as a convention correspondent, has his own personal question—since Wallace is berating Truman and Dewey for refusing to debate with him why is Wallace refusing to accept Thomas' challenge to debate? Wallace replied that he was conserving his strength.



DOROTHY THOMPSON expresses outrage over Wallace's comment that Tito was chastised by Moscow because he refused to break up Yugoslavia's "feudal" estates. Miss Thompson, who knows Yugoslavia, pointed out that there are no feudal estates—just small farmers who do not want to be collectivized.



WALLACE ACCEPTS AT OUTDOOR NIGHTTIME RALLY

THE THIRD PARTY

As Wallace basks in the spotlight the pro-Communists assume control

Henry Wallace's third party, holding its first convention in Philadelphia last week, decided to take a new name—the Progressive party. It also decided, possibly without the knowledge of many of the delegates and many sympathizers who paid up to $2.35 each to hear Wallace's acceptance speech, to be the political arm of the U.S. Communists. While the willing young amateurs of the party sweated ineffectually over such matters as credentials and housing arrangements, such professional pro-Communists as Vito Marcantonio, Lee Pressman and John Abt were busy dictating party organization, platform and policy. By the time Wallace got around to accepting his nomination, it was clear that his party chieftains would have dumped him in a minute had he sounded a whit less pro-Russian.



BOSOMY WORKERS BEND DOWN TO GATHER IN MONEY

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AT CONVENTION RALLY Vito Marcantonio, who follows the Communist line in Congress and runs his New York City district like an old-time political boss, coldly appraises the crowd of 30,000 before starting his speech. Marcantonio proved at the convention that he is not only Progressive party's best rabble rouser but also one of its shrewdest manipulators. As chairman of rules committee he rammed through an organization plan which guarantees that control of party will rest largely in hands of professionals like himself and Communist-dominated labor unions like the C.I.O. Electrical Workers, whose President Albert Fitzgerald ably assisted him in getting his wishes.

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AS THE FUNERAL PROCESSION GETS UNDER WAY FOR ARLINGTON CEMETERY, 14 HIGH-RANKING GENERALS MARCH CRISPLY BEHIND EISENHOWER AND BRADLEY

PERSHING'S FUNERAL

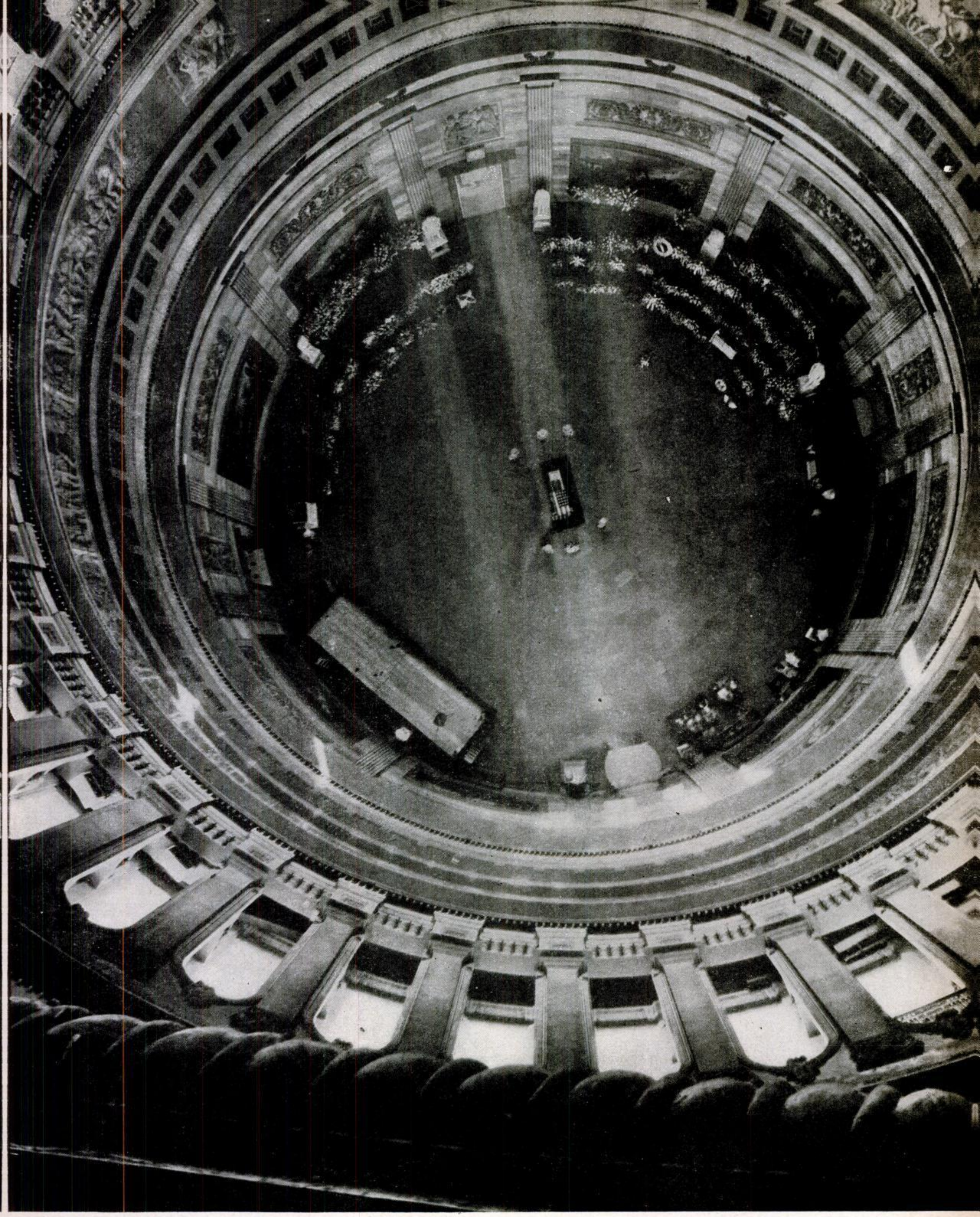
Generals march through the rain to bury "Black Jack" in Arlington

For two days the body of John Joseph ("Black Jack") Pershing, General of the Armies, lay in state in the great rotunda of the Capitol (*opposite*). More than 10,000 people—including Harry Truman, who said he came not as President but only as a soldier who had once served under Pershing's command—filed past the open coffin in utter silence. Then on the afternoon of July 19 the coffin was closed and placed on a horse-drawn caisson for the slow, 4-mile march to Arlington National Cemetery. As the procession moved down Constitution Avenue, a driving rain began to fall. In a moment it drenched the quiet crowds and darkened the light summer uniforms of the soldiers. But when the rain stopped in about an hour, General of the Army Dwight Eisenhower and General Omar Bradley (*below*) were still marching stolidly at the head of a group of generals. They had not changed their pace or their expressions for an instant, according to the soldierly tradition in which General Pershing himself had lived and died.



AFTER THE HEAVY RAIN THE 14 GENERALS ARE OUT OF STEP, GRINNING AND CAMERA-CONSCIOUS BUT NEITHER EISENHOWER NOR BRADLEY HAS CHANGED A BIT

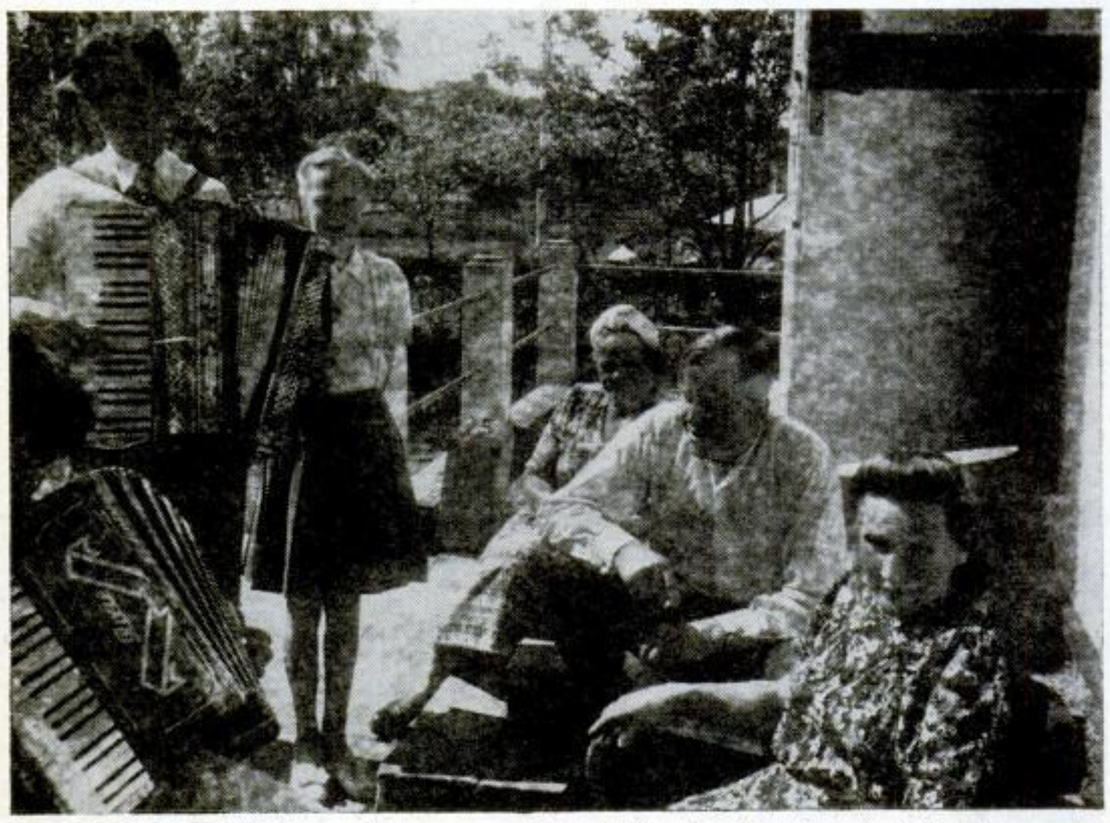
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IN THE CAPITOL ROTUNDA six soldiers stand guard around the body of General Pershing. The gray coffin is open at the top, with a flag draped over the lower half. Around the rotunda at the foot of each column are statues of American statesmen and between them stand banks of flowers sent from all parts of the nation. Platform at left center was built for photographers, although this time exposure—in which the passing crowd of mourners is not visible—was taken from a little-used gallery in top of Capitol dome.

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THE WHOLE PARTY, ASSEMBLED ON DECK IN FAMILY GROUPS, STARES LONGINGLY AT BOSTON, WHERE LATVIAN COMMUNITY AND SYMPATHETIC CONGRESSMEN ASKED



LIFE IN SWEDEN was happy enough until Soviet Russia urged Sweden to return the refugees. One of voyagers took this picture of Latvian friends left behind.



PAUSE AT DOVER gave the children chance to play on beach. Seven children made the long voyage.

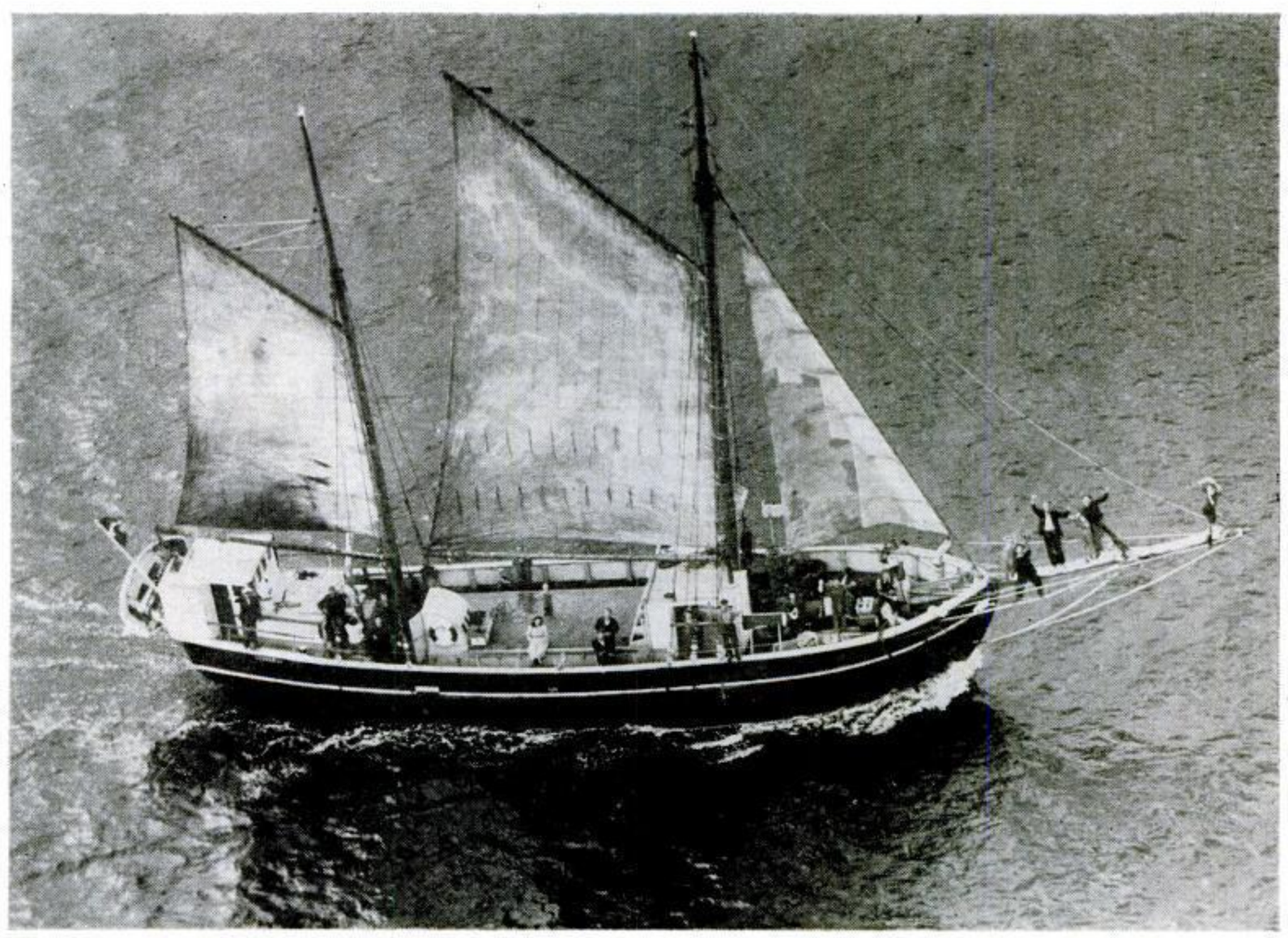


LIFE AT SEA had many pleasant moments. Ship's company sunned,

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AFTER TOUCHING BRIEFLY AT PROVINCETOWN THE "GUNDEL" SAILS UP MASSACHUSETTS BAY TO BOSTON

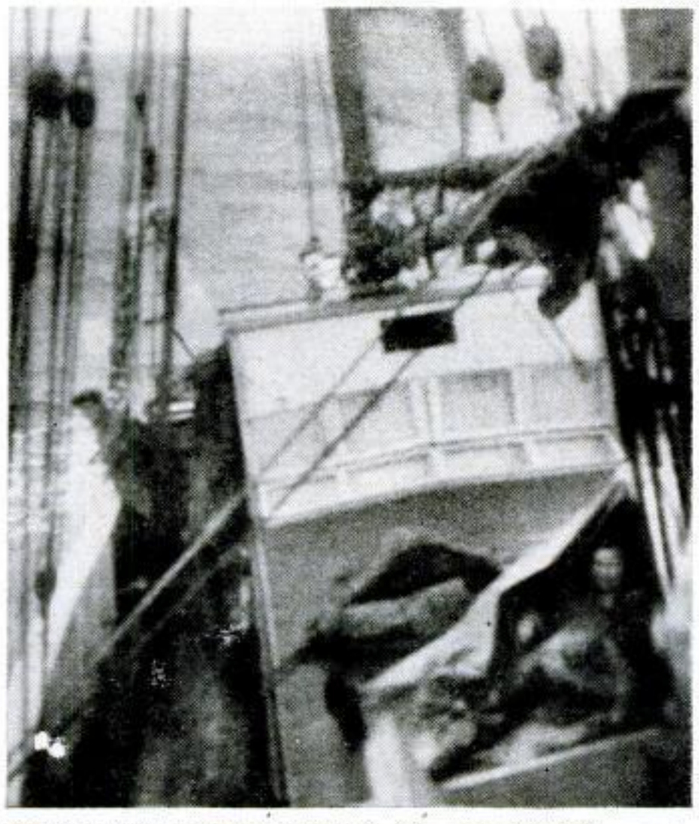
PILGRIMS FROM LATVIA

Refugees cross the Atlantic in ketch smaller than the "Mayflower"

At midnight of July 20, 29 refugees from Soviet Europe finished a long voyage to the U.S. and freedom. They were Latvians who in 46 days at sea had sailed in the 64-foot ketch *Gundel* from Sweden to England, then across the Atlantic to landfall off Bermuda and finally to Provincetown, Mass. A day later they sailed on to Boston. Last week most of them were held in Boston's immigration detention station while authorities debated whether to let them enter the U.S. Most of them had fled war-torn Latvia in 1944 and escaped across the Baltic to Sweden. Alarmed by postwar Russian efforts to have them returned as Soviet citizens, a group last spring pooled $12,000 to purchase the 50-year-old *Gundel*. Captain John Rosenberg, also a Latvian, took command. With Mrs. Rosenberg, six other women and seven children the party sailed from Sweden on May 22 and from Dover, England on June 8. Captain Rosenberg navigated with the aid of a second-hand Japanese sextant, one chart and the seat of his oilskins. Although the *Gundel* is smaller than the Pilgrims' *Mayflower*, the ketch was not too crowded. Weary of the sea but in good health, its passengers arrived with almost no food and $27 in cash among them.



picnicked, kept the decks and cabins spotless. But they ran short of food.



STORMY WEATHER hit *Gundel* off U.S. coast. The ship was still rolling when this picture was taken.



CAPTAIN ROSENBERG stares landward through rain after his wife and most of the refugees went ashore to detention station. He was given freedom of the port.

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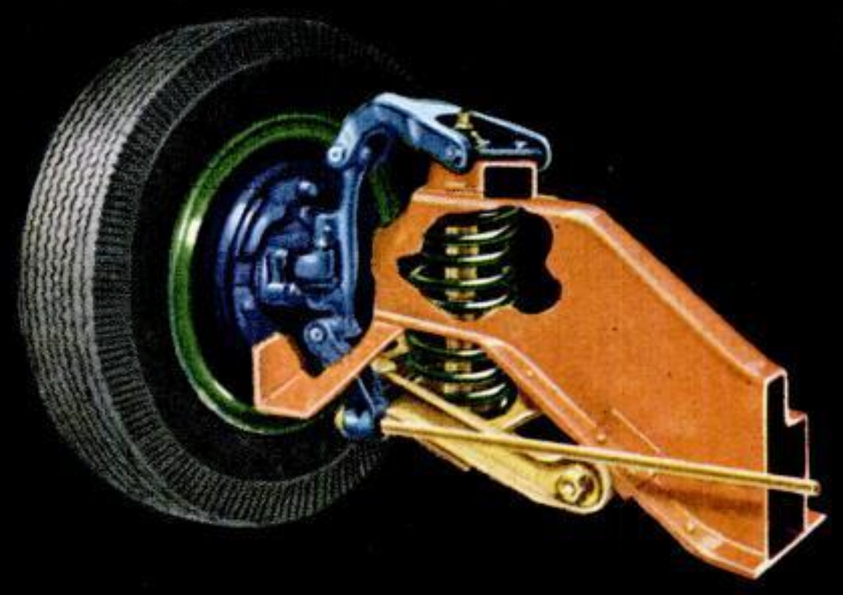


MOTHER AND SONS were in one of six families aboard the *Gundel*. Mrs. Amanda Lamberts is pictured at the detention station with Haralds, 4, and Arnis, 2. The head of the family, Janis Lamberts, remained aboard with Captain Rosenberg. Janis Lamberts owned an automobile repair shop in Latvia and hopes to go into business here.

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THE CAR OF THE YEAR . . . THE ONE AND ONLY NEW CAR IN ITS FIELD!



Inside, outside, the Ford Forty-Niner is completely new! "Dream car" silhouette . . . 10 new colors that keep that "Showroom Complexion". . . lots of room for six . . . "Picture Window" Visibility all around! New springs, front and rear . . . new "Magic Action" King-Size Brakes . . . choice of two new engines, V-8 or Six. Savings up to 10% on gasoline—up to 25% with Overdrive!* See "The Car of the Year" at your Ford Dealer's today!

*Optional at extra cost



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Drive in at this Famous Sign!

Drive in—to *your kind* of place.

Have your car's needs looked after by a man who's prompt, courteous, expert—whose famous Mobil-branded products are unsurpassed for quality.

Some 45,000 Mobilgas Dealers coast-to-coast give Friendly Service! . . .

Over 1000 motorists a minute stop in—enjoy it!

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Drinks practically label themselves... when you make them with Paul Jones. Each sip clearly says— "here's smooth-tasting Paul Jones...the whiskey that's *first of all for flavor!*"

Paul Jones

FIRST OF ALL... FOR FLAVOR!



FINE BLENDED WHISKEY. 86 Proof. 72½% grain neutral spirits. Frankfort Distillers Corporation, N. Y. C.



IN A PRIMITIVE 1914 STUDIO GRIFFITH (CENTER) SUPERVISES A MELODRAMATIC SUICIDE PLAYED BY THE FAMOUS SILENT MOVIE STAR HENRY B. WALTHALL

MOVIES LOSE THEIR GREAT PIONEER

D.W. GRIFFITH, WHO MADE THE FIRST FOUR-REELER AND "THE BIRTH OF A NATION," DIES AT 73

David Wark Griffith, the son of a Southern family which had lost its money, was always an ambitious and frustrated man. He wanted to be a great writer, a dramatist. While he wrote his plays he worked as a police reporter, an elevator boy, a $15-a-week actor. Eventually he wrote 20 dramas, but only one was ever produced and it was a flop. In failure and shame he retreated into the infant movie industry—in the days when movies were just one-reelers and nobody, especially stage folk, took them seriously.

Around the cameras, it turned out, D. W. Griffith had a magic touch. Other people were making crude 12-minute miniatures, with the camera focused statically on a shallow and narrow set. Why not let the camera register the full sweep of a distant panorama? Why not move it in for close-ups of a face? Why not mount it on a moving train? He did all these things—and he found new tricks of lighting, of dissolving from one scene to another. He made the first good American movie, *Judith of Bethulia*, which was the unprecedented length of four full reels. Then he gambled his reputation and all his money on a film which ran 12 reels—*The Birth of a Nation*. Nobody had ever seen anything like it—and, so far ahead of his time was Griffith, perhaps nobody ever will again. For the first time the movies were established as a real and highly effective art form. Next came *Intolerance*, another great spectacle. But somehow Griffith, the marvelous innovator, could not keep up with the medium he had created. As America grew more sophisticated his story-sense grew to seem old-fashioned; he turned out some failures and then slipped into obscurity. Last week, at 73, he died as he had begun—still a frustrated and lonely man.

CONTINUED ON NEXT PAGE 31

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"Soaping" dulls hair— Halo glorifies it!



✓ *Not a soap, not a cream— cannot leave dulling film!*

✓ *Quickly, effectively removes dandruff from both hair and scalp!*

✓ *Gives fragrant, soft-water lather even in hardest water!*

✓ *Leaves hair lustrously soft, easy to manage—with colorful natural highlights!*

Yes, "soaping" your hair with even finest liquid or cream shampoos hides its natural lustre with dulling soap film

✓ Halo—not a soap, not a cream—contains no sticky oils, *nothing* to hide your hair's natural lustre with dulling film. Made with a new patented ingredient, Halo brings out glossy, shimmering highlights the very first time you use it! Its delightfully fragrant lather rinses away quickly, completely in any kind of water—needs no lemon or vinegar rinse. For hair that's naturally colorful, lustrously soft, easy to manage—use *Halo* Shampoo! At any drug or cosmetic counter.

Halo reveals the hidden beauty of your hair!

GRIFFITH CREATED NEW STARS



AS AN ACTOR Griffith appeared in a few early productions like this one made at the famous Biograph studios before his genius as a director was discovered.



BATTLE SCENE in *The Birth of a Nation* was example of his skill at getting motion and realism into movies. Movie cost $100,000 and grossed $18 million.

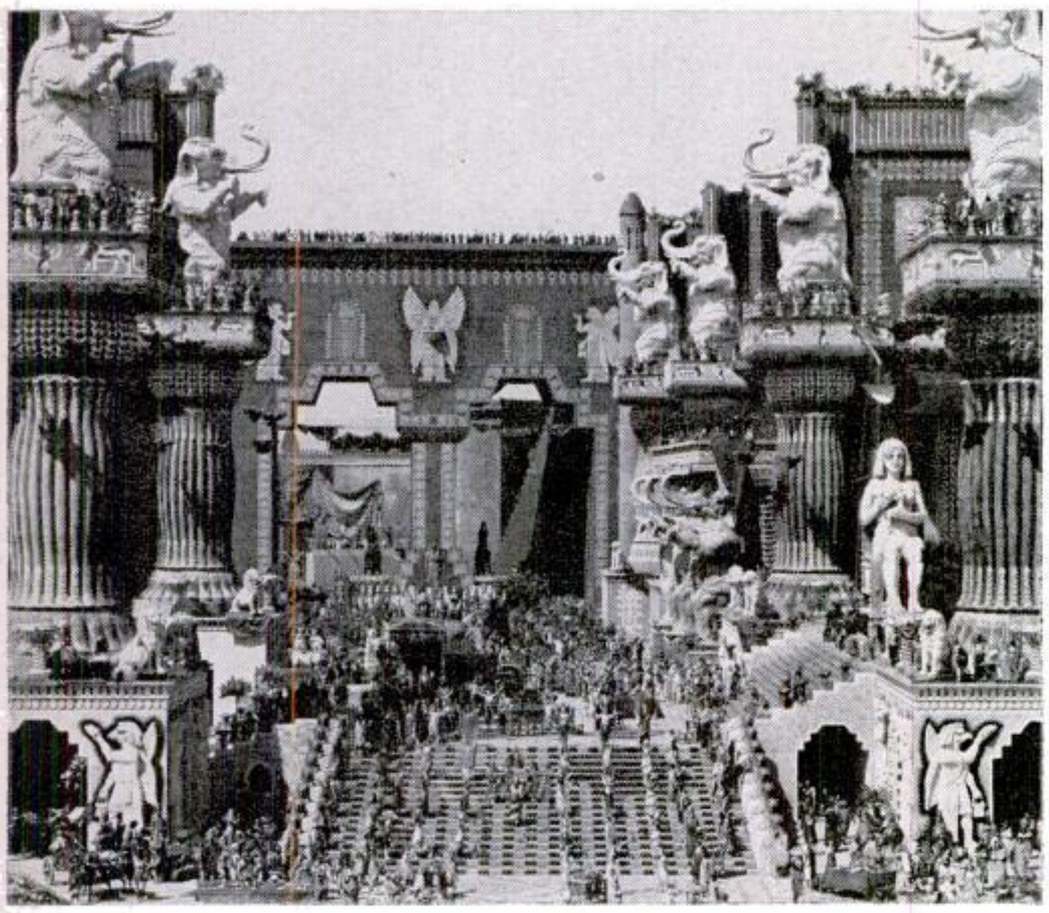


"WAY DOWN EAST" (1920) presented Richard Barthelmess, Lillian Gish. Movie industry was astounded by fact Griffith paid a record $175,000 for story.

AS WELL AS NEW TECHNIQUES



MARY PICKFORD, shown here in an early melodrama directed by Griffith, was one of his discoveries. He also aided Lionel Barrymore, Mabel Normand.



THE SPECTACLE, shown here in Babylonian scene from *Intolerance*, was a Griffith innovation. Nobody had ever before built such an expensive set as this.



"ORPHANS OF THE STORM" (1922) teamed Lillian Gish with her sister Dorothy. By this time it was apparent that his inventiveness had been spent.

GREAT MOMENTS and the moment after by Reamer Keller



"Congratulations, Mrs. W., on finding the sunken treasure! But tell me this—with so many little ones to take care of, how can you spend so much time under water?"



"Why, the kiddies don't take up much of my time! And here's why: I *never* buy them clothing unless it's equipped with GRIPPER* fasteners. Gripper fasteners *stay* on! They're laundry-proof, rust-proof—and make my ironing lots easier!"

FOR GREATER CONVENIENCE... NEATER APPEARANCE... BUY CHILDREN'S CLOTHING... HOUSE DRESSES... MEN'S SHORTS (CONVENTIONAL OR ELASTIC BAND TYPE)... WITH GRIPPER* FASTENERS... THE LAUNDRY-PROOF SNAP FASTENERS THAT END "BUTTON BOTHER"!

Also available at Notion Counters for home attachment.

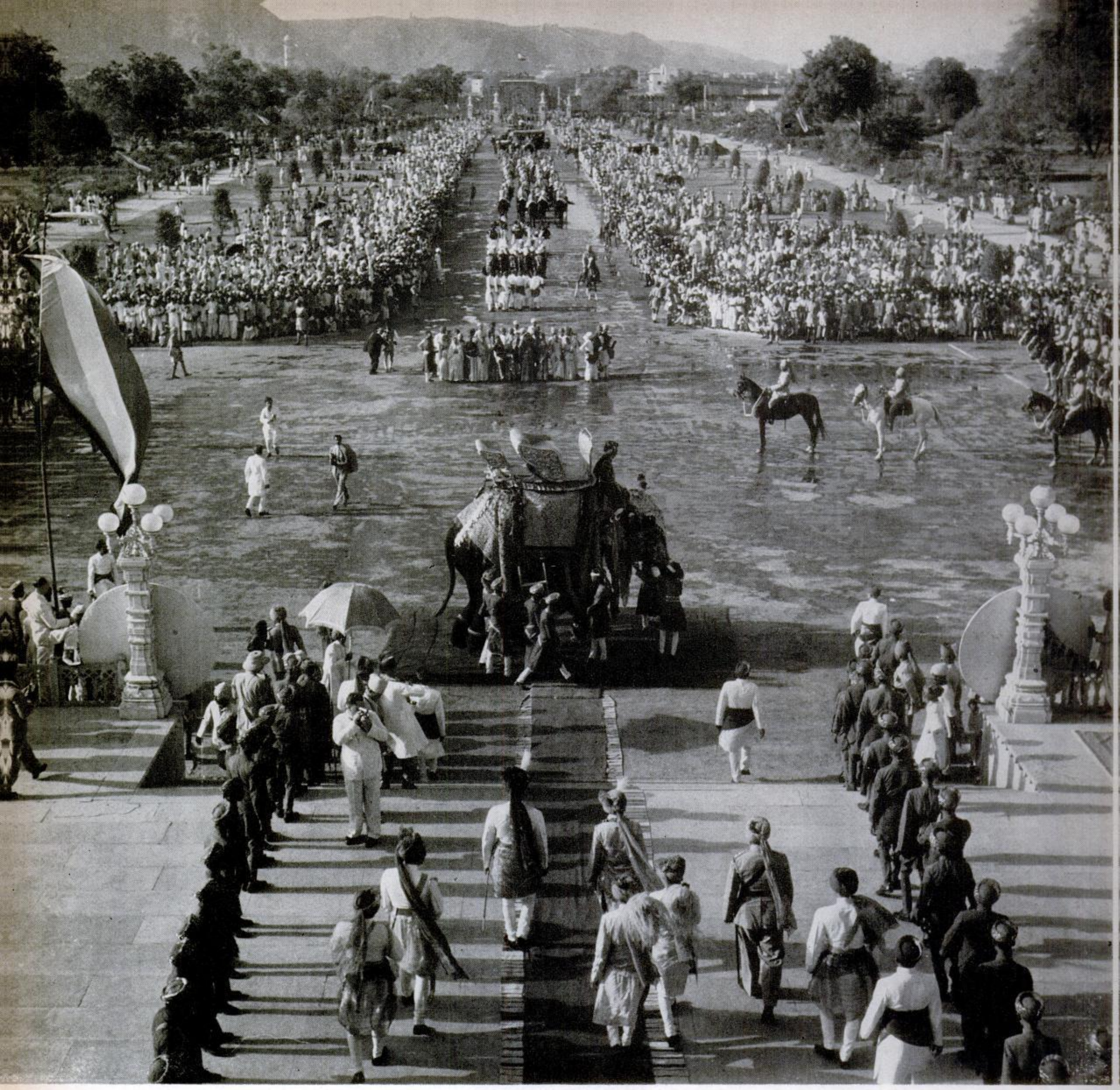
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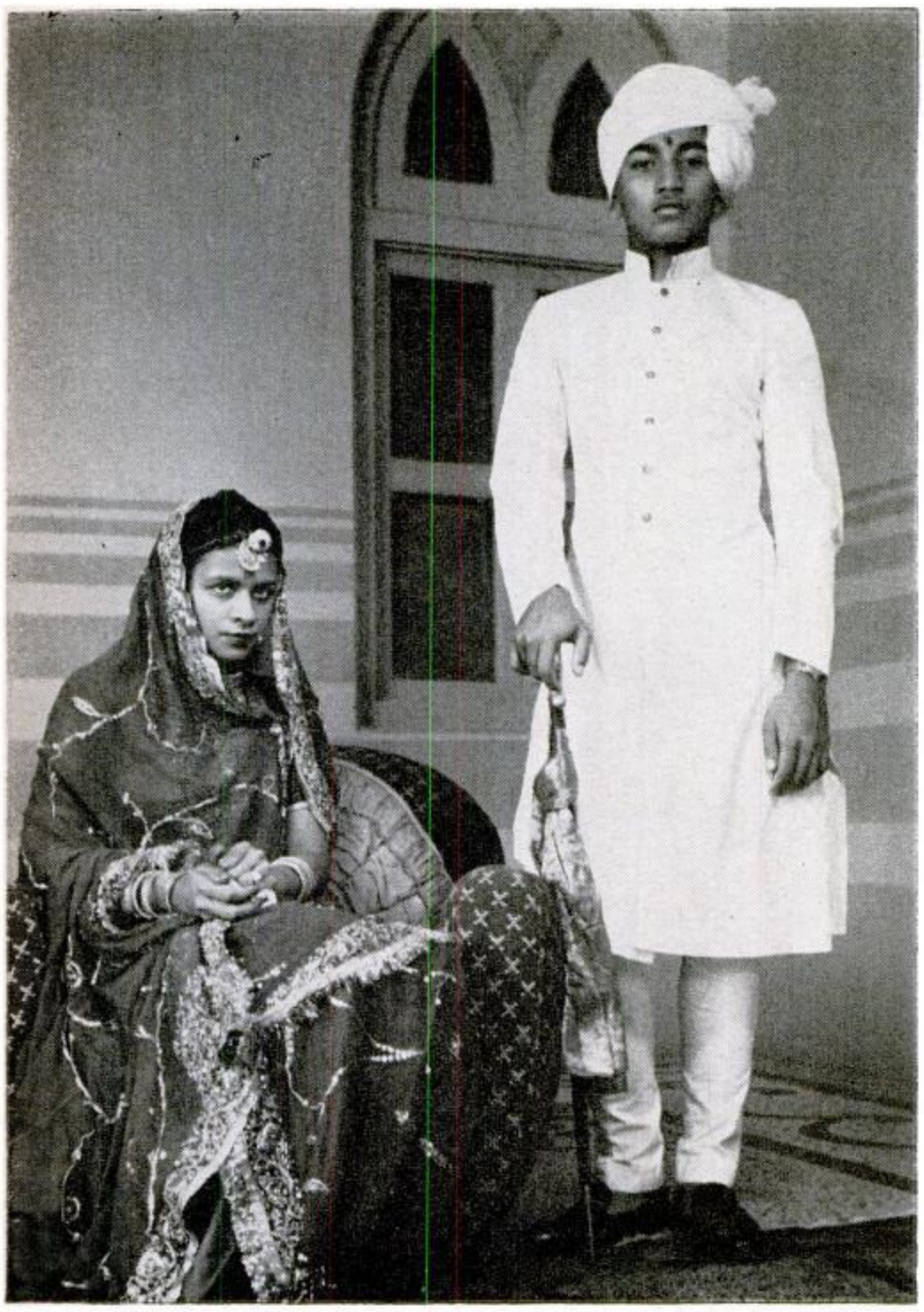
WHILE ATTENDANTS RAISE THE ROYAL LADDER, THE BRIDEGROOM WALKS WITH HIS PARTY DOWN CARPETED STEPS TO MOUNT HIS ELEPHANT AND JOIN THE PARADE

INDIAN PRINCE MARRIES A MAHARAJA'S DAUGHTER

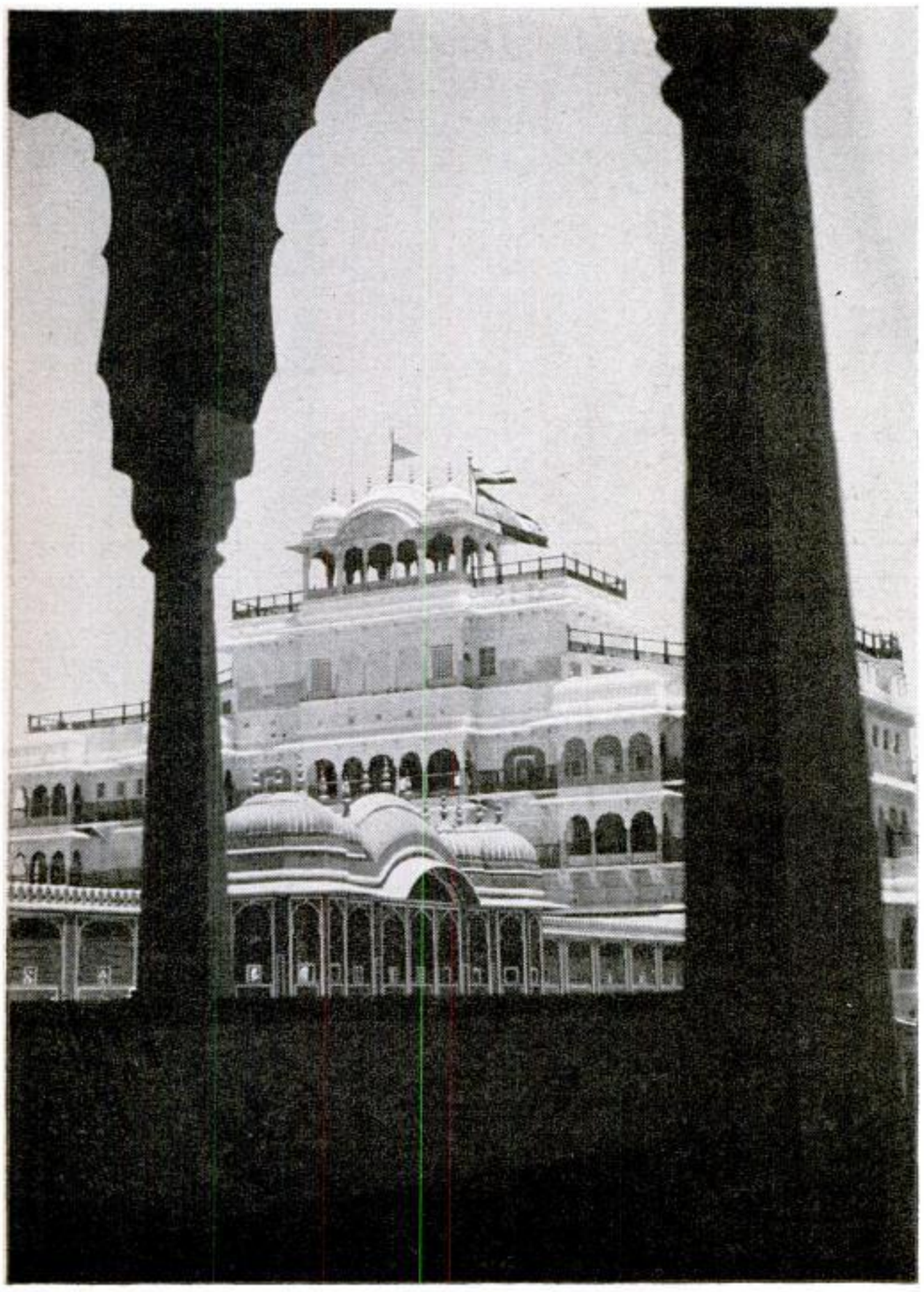
The coral-pink city of Jaipur was recently the scene of a gala marriage and accompanying pageantry which even the princely states of India may never see again. It all began last year at a school for Indian royalty at Ajmer, where Colonel Yuveraj Shri Jaideep Singhji Sahib, Prince of Baria, met pretty little Baiji Raj Shri Prem Kumariji Sahiba of Jaipur. It was love at first sight. The young colonel came from a relatively poor family of maharajas. The girl's father is the Maharaja of Jaipur, whose wealth is estimated at $500 million. But the parents nevertheless consented to the match and went all out in their plans for the wedding.

There were nine days of feasting, drinking, parades and fireworks. During the celebration 10,000 guests, carefully divided into groups of first, second and third class, were fed and entertained. The first-class guests ate from solid gold plates and lacked for nothing. Every day their morning tea included, according to the maharaja's solicitous order, "Buttered Toasts 2. Bananas 2." Later they had "Whisky, Gin, Special Asa, Beer and Soft Drinks," not at a butler's whim but simply "as required." Second-class guests got no buttered toasts, had drinks only with meals and were forced to get along as best they could with solid silver plates. Third-class guests had no toasts, no bananas and only wine with meals, but were well fed nonetheless at 11-course luncheons and dinners of similar size. When the long party was finally over, those who could manage it got on their painted elephants and went down to the railroad station to watch the young newlyweds depart in a flower-garlanded train (*p. 37*). Meanwhile the maharaja's treasurer sat down with his bills and calmly calculated that he had spent 15 rupees per second, or about $4 million for the nine-day affair.

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BRIDE AND GROOM, both of whom are under 25, surprised Indian royalty by marrying for love rather than for the usual businesslike reasons of state.



THE MAHARAJA'S PALACE, made of pink stone like most of the buildings in Jaipur, is seven stories high and stretches for half a mile through the city.

CONTINUED ON NEXT PAGE

Evelyn Neblett's smile wins a campus beauty crown!



Evelyn Neblett, California Coed, captured Los Angeles City College's most coveted beauty crown when she was voted Homecoming Queen last year. But she had been an acknowledged campus beauty since her freshman year . . . the year her smile was introduced to her classmates on their college magazine cover.

Now the Los Angeles-born cover girl is a student at the University of Southern California. And though her smile is sparkling in a new setting, her choice of tooth paste is the same as ever—Evelyn's winning smile is a Pepsodent Smile! She says, "Pepsodent makes my teeth shine!"

The smile that wins is the Pepsodent Smile!



ANOTHER FINE LEVER BROTHERS PRODUCT

Evelyn Neblett knows it, people all over America agree—the smile that wins is the Pepsodent Smile! Pepsodent with Irium is their 3-to-1 favorite for brighter smiles.

Wins 3 to 1 Over Any Other Tooth Paste—families from coast to coast recently compared delicious New Pepsodent with the tooth paste they were using at home. By an average of 3 to 1, they said New Pepsodent tastes better, makes breath cleaner and teeth brighter than any other tooth paste they tried. *For the safety of your smile use Pepsodent twice a day—see your dentist twice a year!*

Do you have a winning smile? If Pepsodent Tooth Paste has helped your smile and career—send your picture and story to Pepsodent, 141 W. Jackson Blvd., Chicago 4, Ill. If used in our advertising you will receive professional model fees.

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LOUIS JOURDAN HOPES SHE DIES!

in DAVID O. SELZNICK'S production of ALFRED HITCHCOCK'S

THE PARADINE CASE

starring GREGORY PECK • ANN TODD • CHARLES LAUGHTON
CHARLES COBURN • ETHEL BARRYMORE • LOUIS JOURDAN • and *VALLI*

AMAZING OFFER TO

EVERY MAN WHO SHAVES!



COMPLETE **MENNEN SHAVE KIT** ONLY **15¢**

① MENNEN BRUSHLESS SHAVE!

② MENNEN SKIN BRACER!

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④ STAR RAZOR BLADE! WITH *SEALECTED* EDGES

• These famous Mennen shavers' necessities are offered almost as a gift, solely to introduce you to Mennen. Only 15¢ for the complete Shave Kit, mailed postpaid to your door. Offer limited. Closes midnight January 1, 1949. Hurry! Fill in and mail the coupon today!

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• Please send me_____(Number)_____of your Mennen Shave Kits. I enclose 15¢ in coin for each Kit ordered.

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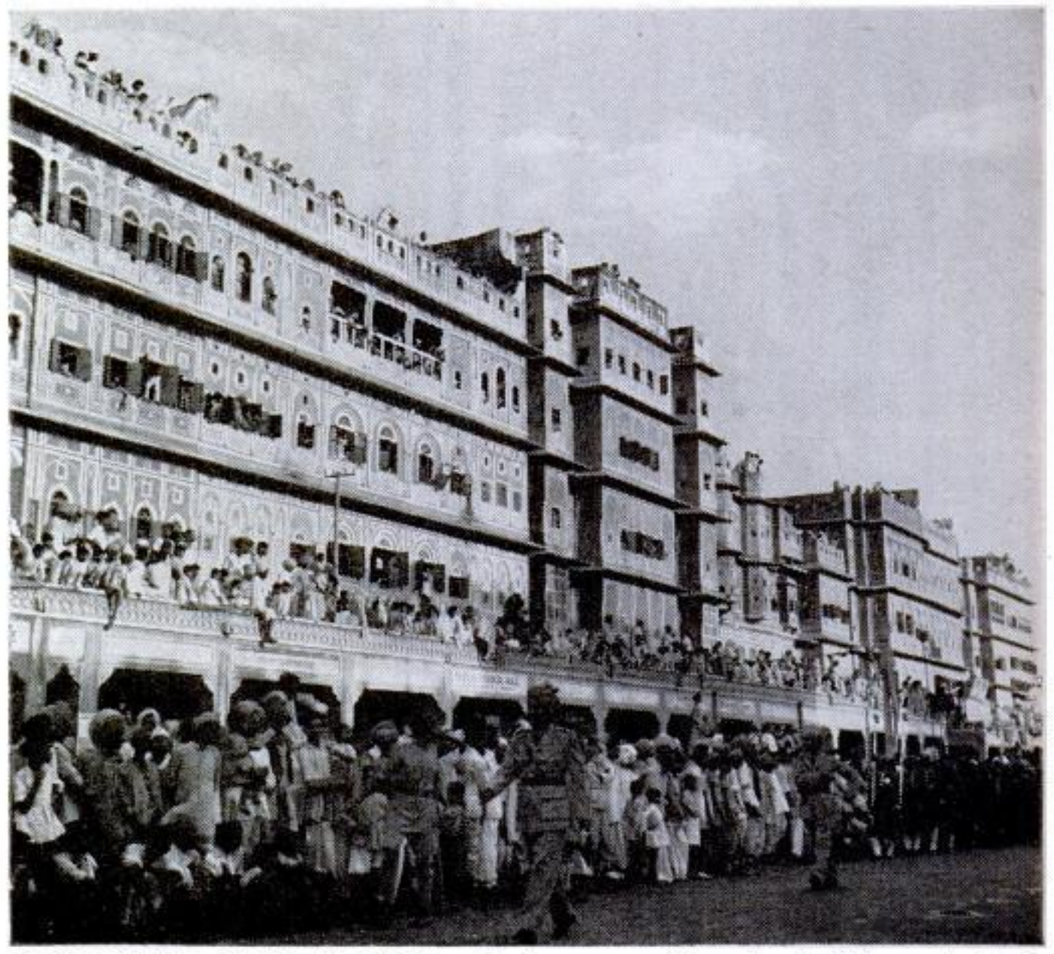
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VEILED BRIDE, who disapproves of purdah but is compelled to wear veil on state occasions, has difficulty finding her way and clutches an attendant's skirt.

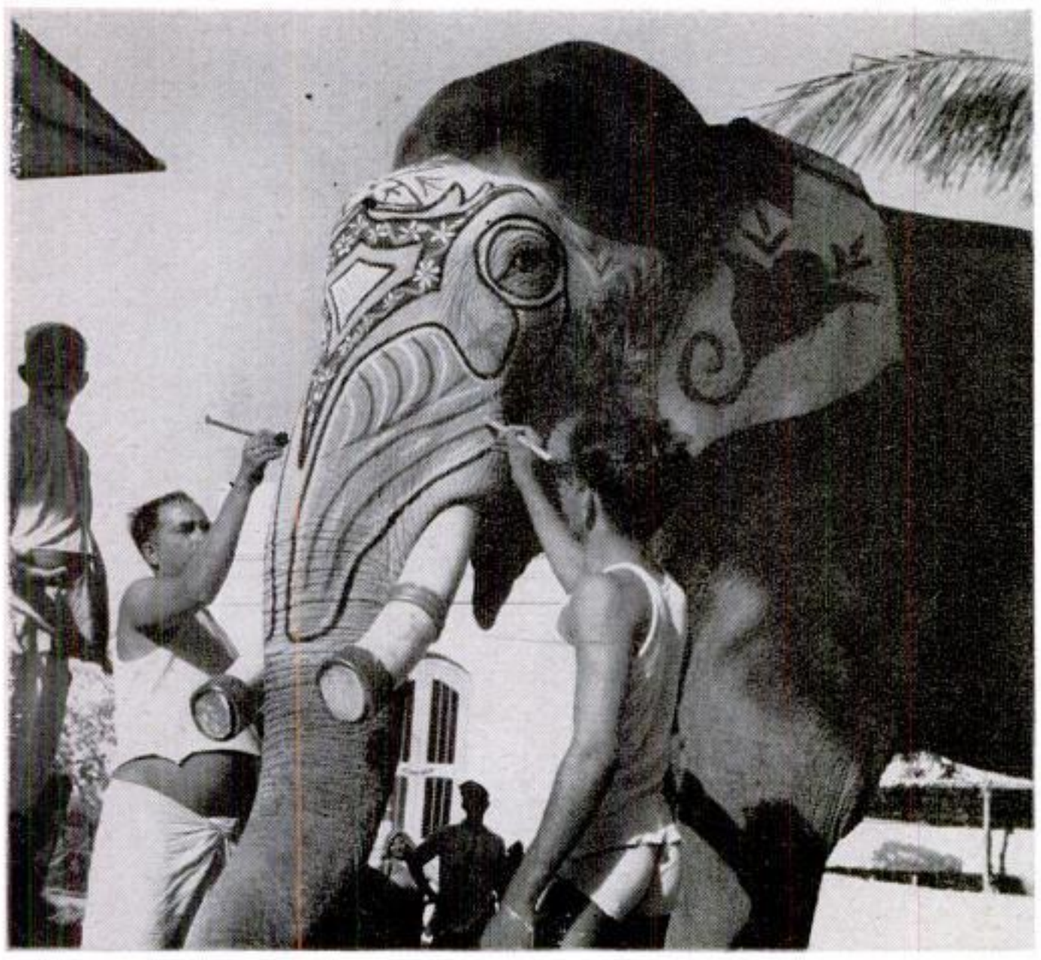


SWARMING SPECTATORS pack the streets along the bridal procession's path and peer from the small shuttered windows of a Jaipur apartment house.

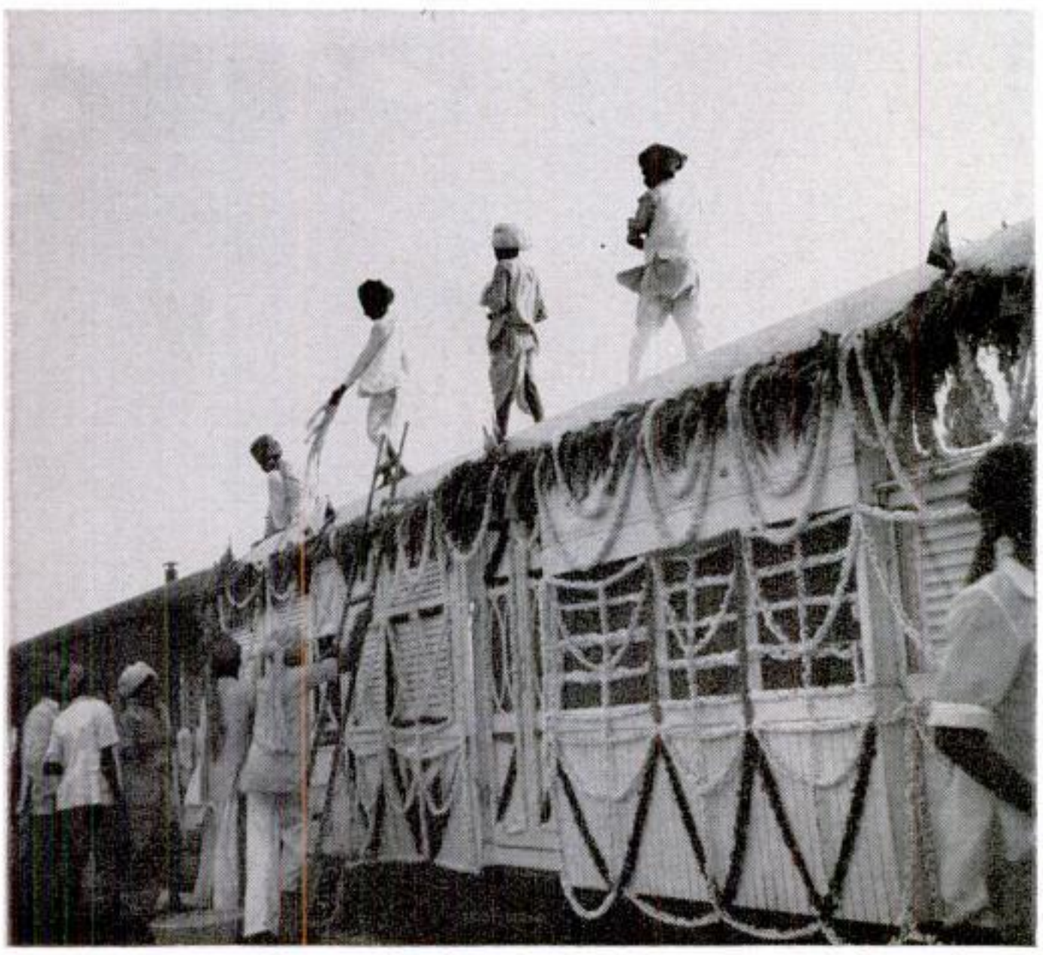


ROYAL BUGLER stands stolidly under his great curved horn. Jaipur paraded all of its military might, including a battery of cannon fired from camel back.

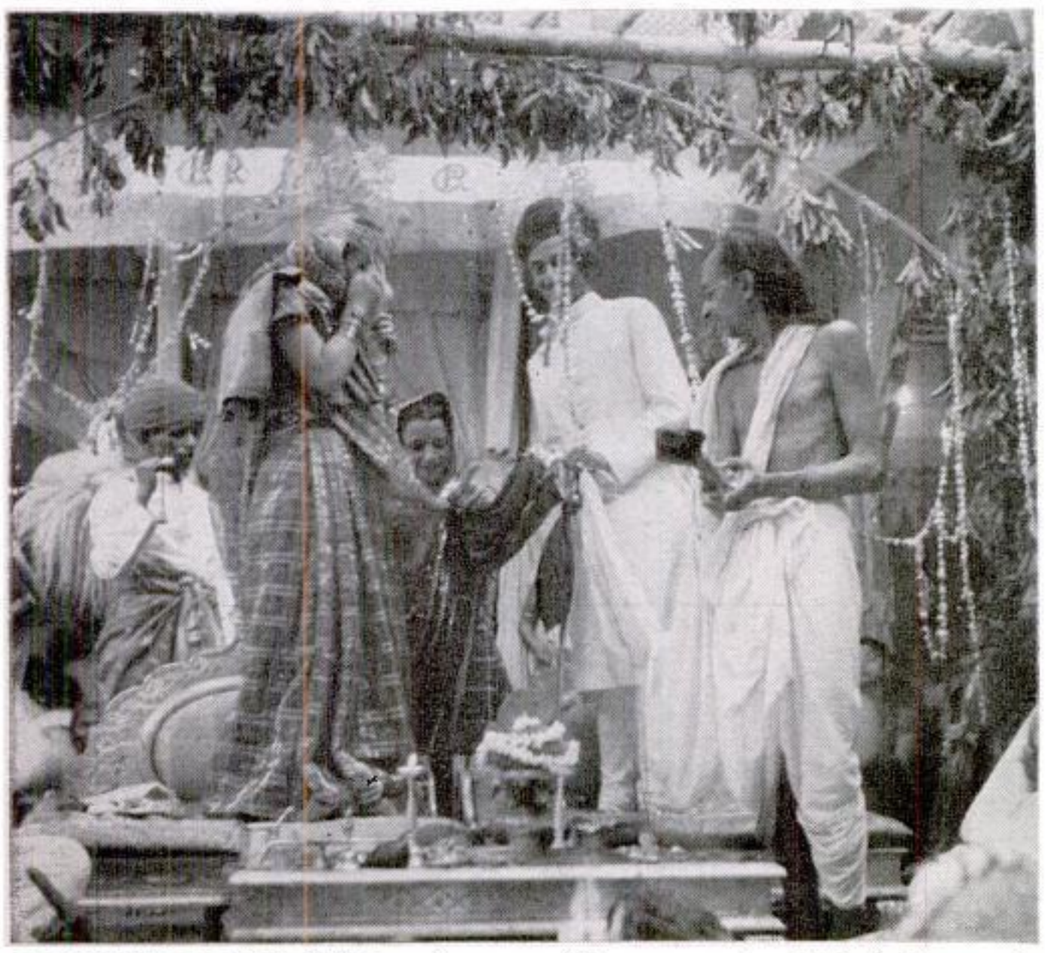
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PAINTED ELEPHANT is decorated for the parade. Later animals were covered with jeweled gold cloth and some had gold lanterns fastened to their tusks.



BRIDAL TRAIN decorated with garlands of flowers carried the newlyweds on the first part of their honeymoon trip, which will include a visit to the U.S.



GRINNING RELATIVES perform an odd ceremony in which bridegroom's uncle's clothes are tied to the bride's aunt's sari in token of family unity.

CONTINUED ON NEXT PAGE

That new U. S. Royal Golf Ball certainly can travel



HERE'S WHY: **It's the ball with the lively Silicone "Magic" Center . . . and has Electronic Winding too. Sets new standards of distance, accuracy and uniform compression.**

U. S. ROYAL HAS
ALL THESE FEATURES

SILICONE "MAGIC" CENTER
Liveliest substance ever put in a golf ball.

ELECTRONIC WINDING
For uniformity, accuracy and controllability.

CADWELL-GEER COVER
Toughest cover of all.

Fact is, Pros and golfers have found out that the Silicone "Magic" Center is easily the liveliest center we've ever put in a golf ball—and that power plus is locked in perfect balance by Electronic Winding. This new U. S. Royal gets longer, straighter drives, swell control on chip shots, and for true roll in putting it's a honey.

U. S. ROYAL
Golf Balls



BLUE for championship and tournament play. **RED** for greater durability —and distance too.

Sold only through
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U. S. True Blue and U. S. Three Star at leading Sporting Goods Dealers

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Never neglect a finger cut

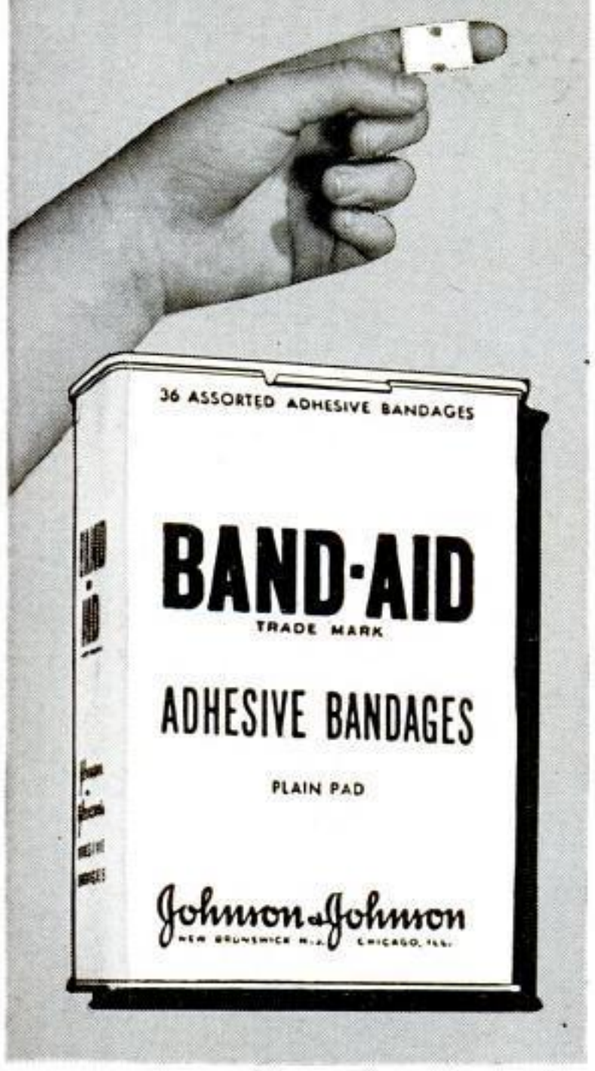


The tiniest injury can become infected. Never take a chance!

Always use BAND-AID,* the adhesive bandage that *always* comes to you 100% sterile.

Caution: Not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

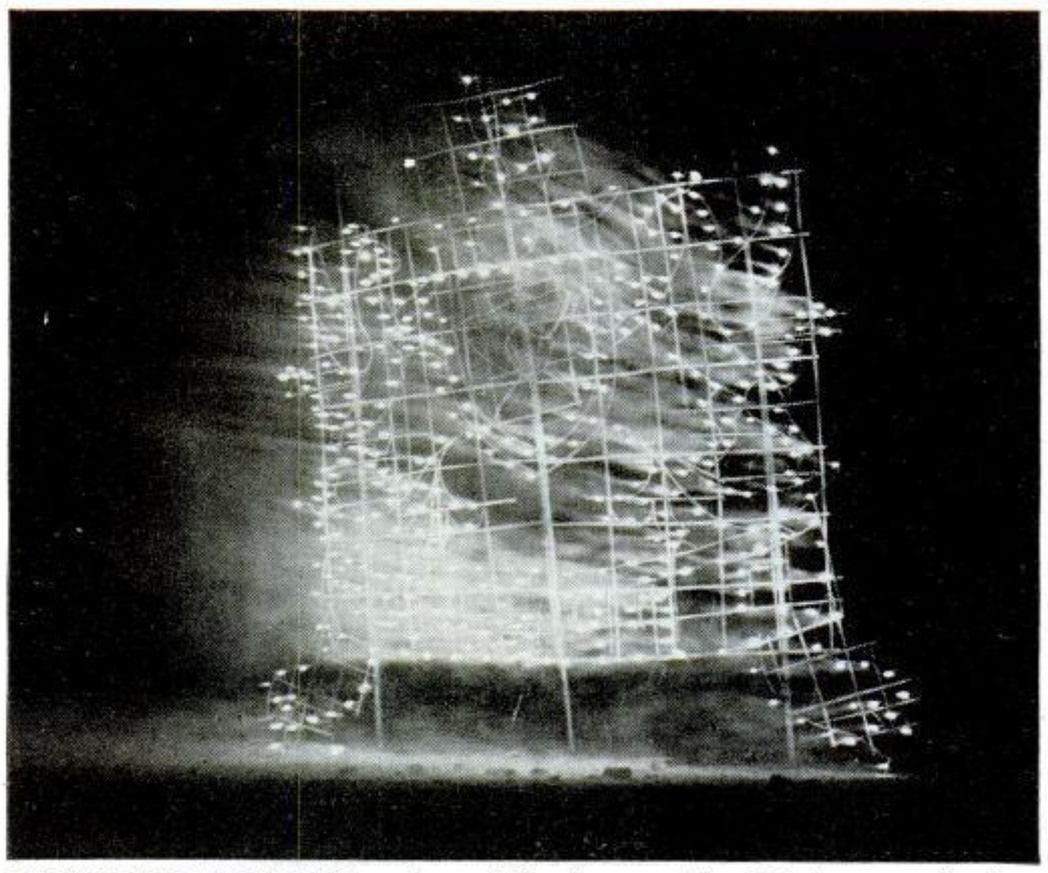
6 to 1 choice in doctors' recommendations



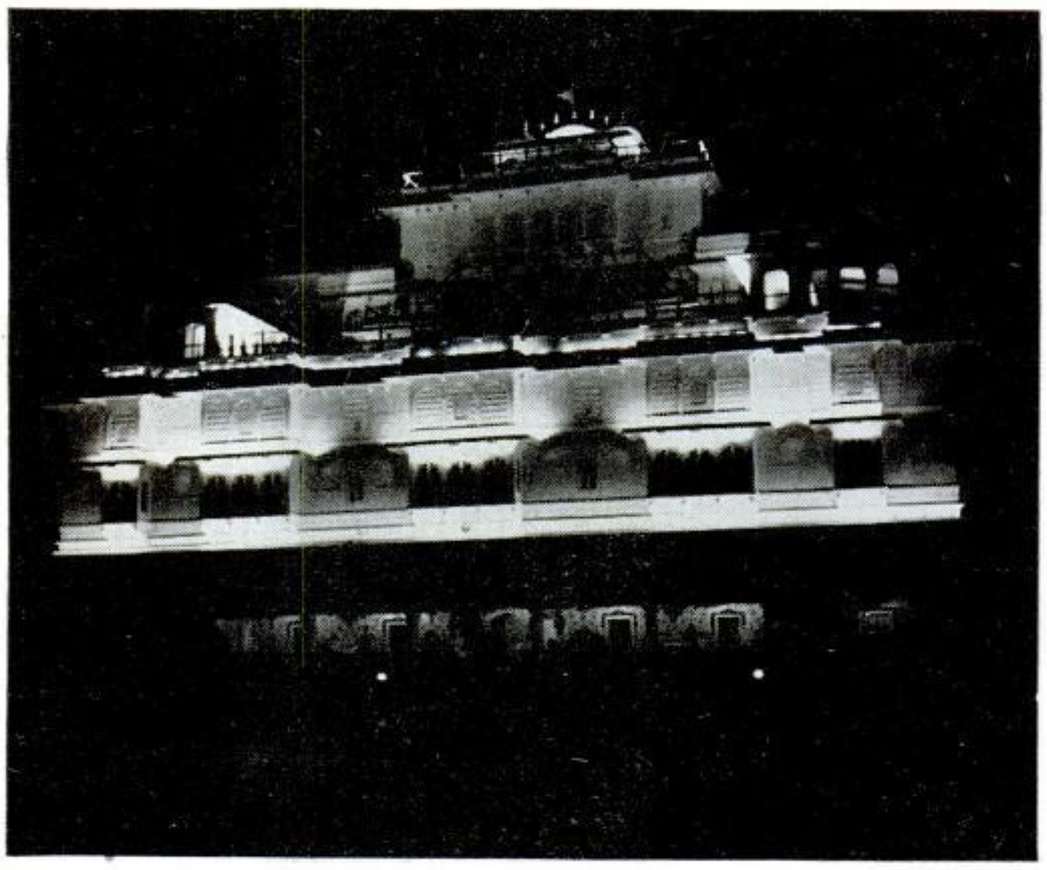
*BAND-AID is the Reg. Trade-mark of Johnson & Johnson for its adhesive bandage.



VISITING PRINCES watch the fireworks display, proudly wearing decorations which they received as rewards for cooperation under former British rule.



FIREWORKS DISPLAY at the wedding began with a blazing reproduction of the coat of arms of Baria State—two winged dragons supporting a shield.



FLOODLIGHTED PALACE, its shutters closed so the maharaja's household could get some sleep now and then, remained brightly aglow for nine nights.



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HEIDE ASSORTED JUJUBES
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FOOD-ENERGY SUGAR

adds energy and enjoyment to America's breakfasts

Canned fruit juices enriched with dextrose have smoother *natural* flavor, brighter color . . . and dextrose always amplifies their health and energy value . . .

Better breads are baked with this great sugar . . . for dextrose gives superior texture, "bloom" and crust color to the finished loaf . . .

Cereal foods, too, are fortified with dextrose to emphasize flavor and enhance goodness.

Start every day with abundant energy . . . eat a *good* breakfast!

CORN PRODUCTS REFINING COMPANY

One of the producers of dextrose . . . a natural sugar

© C. P. R. Co. 1948

Better breads are baked with dextrose

Many nutritious cereals are enriched with dextrose

Delicious fruit juices . . . enriched with dextrose

We call 'em Western Roundups
You'll call 'em Wonderful —

baked with





WHEN you call in your hungry gang for supper with these Western Roundups—look for a stampede, ma'am!

For they're really something delicious! And you make them for little more than a song. One big reason is that —

Hunt's Tomato Sauce costs you but a few cents a can!

Yet it's rich and thick and flavory. *All* tomato — kettle-simmered with fine seasonings and spices. Comes ready to add to all your favorite recipes.

Try Hunt's when you make meat loaf, spaghetti, eggs, macaroni, soups, fish, rice dishes. And gravies! Ummm!

So, please, ma'am — just round up a few cans of this wonderful cooking sauce. Costs but a few cents at your nearest tradin' post.

The wonderful cooking sauce from California

Western Roundups

1 recipe biscuit dough
1 cup finely ground ham, spiced ham, etc.
2 hard cooked eggs, chopped
2 tbsp. chopped green pepper
1 tbsp. minced onion
1 tbsp. chopped sweet pickle or pickle relish
2 cans Hunt's Tomato Sauce

Prepare biscuit dough according to your favorite recipe. Roll into rectangle (10 x 12-inches). Mix meat, eggs, green pepper, onion, and pickle or relish. Spread on biscuit dough. Roll as for jelly roll. Cut into 8 slices. Place on greased baking dish. Pour one can Hunt's Tomato Sauce over roundups. Bake in hot oven (400°F) 25-30 minutes or until done. Heat remaining can of Hunt's Tomato Sauce. Serve with roundups. Makes 4 servings.



Hunt-
for the best

Hunt Foods, Inc., Los Angeles, Calif.

Hunt's Fruits
Vegetables • Tomato Products



BEFORE BOARDING SHIP FOR LONDON, SPRINTER MEL PATTON (LEFT) AND DECATHLON CHAMPION BOB MATHIAS TAKE LAST MINUTE WORKOUT ON NEW YORK TRACK

ON TO LONDON

A handsome group of U.S. athletes winds up training for the Olympics

London, the target of thousands of young U.S. amateur athletes for the past year, became reality to 341 of them last week. By ship and plane they arrived in England to compete in the 17-sport program of the XIV Olympiad, starting July 29.

Most of them should enjoy the visit. The basketball team should win without extending itself and, while no one could guess how well the U.S. athletes would do in such sports as fencing, canoeing and weight-lifting, the track and field men are expected to win nearly half of their 24 events. The swimmers (*pp. 42, 43*) might come close to a clean sweep.

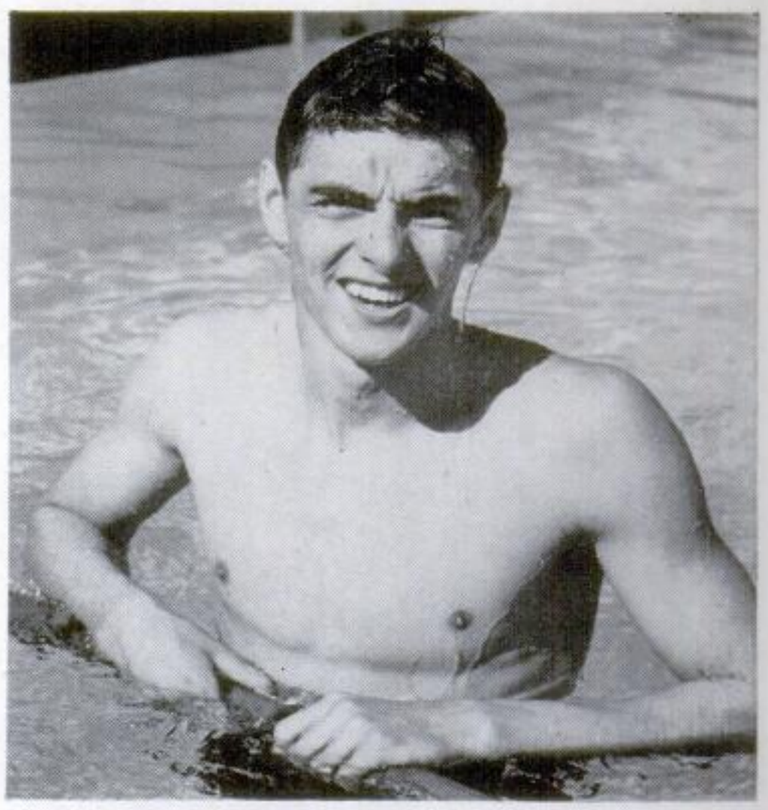
However, in some events the track men face tough competition. Of the two standout American stars in the picture above, handsome 17-year-old Bob Mathias is a strong favorite in the decathlon (10 events) whereas Sprinter Mel Patton, hailed as "the world's fastest human," has a dangerous foreign rival in Lloyd La Beach of Panama (*p. 45*).

CONTINUED ON NEXT PAGE

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TONGUE-LASHING is administered to Vicki Manolo Draves by her coach, who is also her husband. As a result of his hard driving during practice for the final Olympic trials she had the highest score in platform diving.



JIMMY McLANE, 17, is only a junior at Andover but is especially good at swimming the long-distance events.

SWIMMERS LOOK GOOD IN DETROIT TRYOUTS

In the 1936 Olympics at Berlin, U.S. men swimmers could win only two races and the women swimmers could not win one. U.S. divers, though, were supreme. In this year's trials at Detroit, where these pictures were taken, the divers were as good as ever and the swimmers looked like likely winners in every race but one (the exception: women's 200-meter breast stroke). Jimmy McLane, 17-year-old prep-school sensation (*above*), appears ready to give France's Alex Jany (*p. 45*) a race in the 400-meter swim and is favored to win the 1,500-meter event. Ann Curtis, 22-year-old California coed (*opposite*) is a strong favorite in the freestyle races.

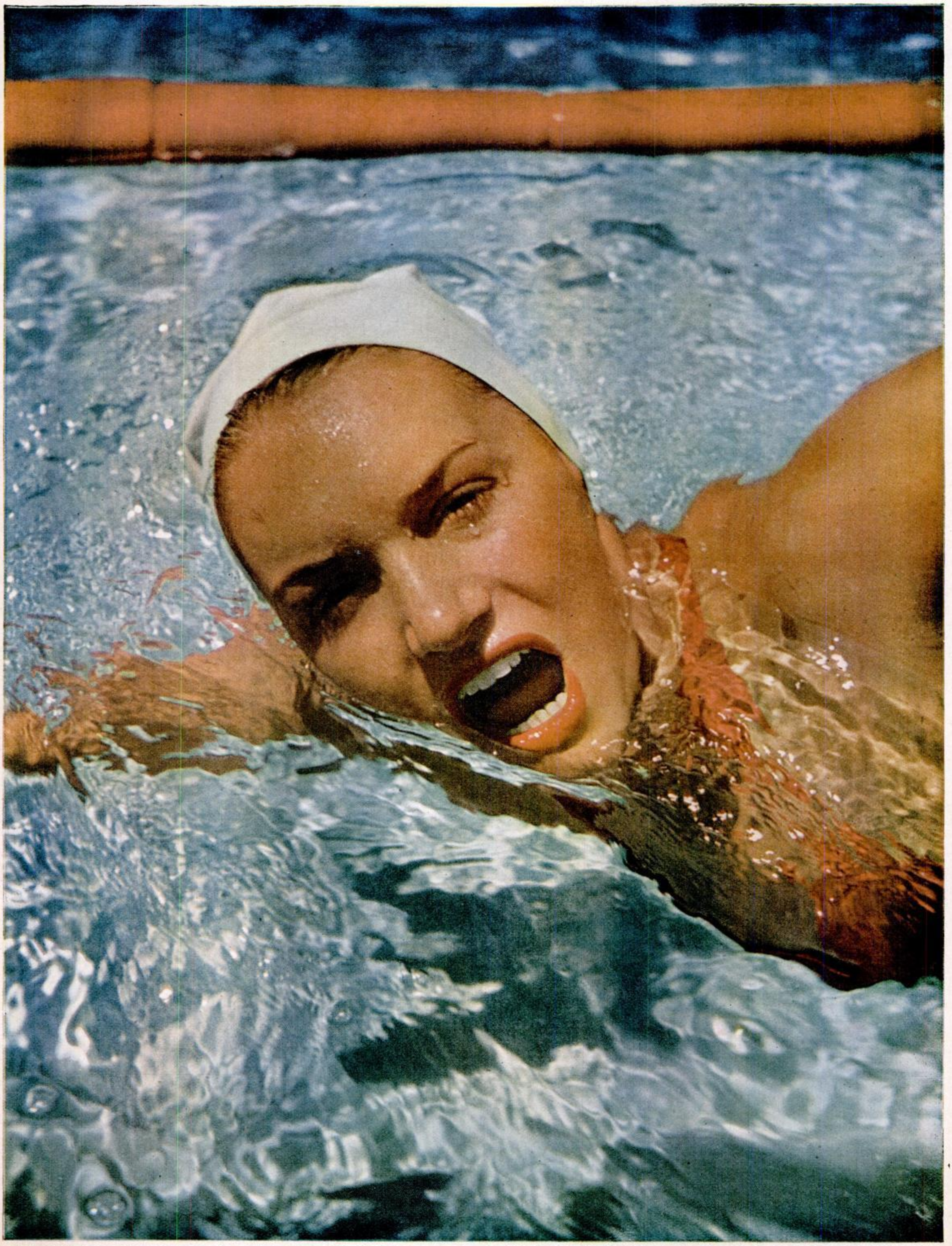


SHIVERING, SPRINGBOARD CHAMPION ZOE ANN OLSEN HUGS WARM CONCRETE



PATSY ELSENER, 17, QUALIFIED IN BOTH SPRINGBOARD AND PLATFORM DIVING

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AT THE OLYMPIC TRYOUTS IN DETROIT JULY 9 ANN CURTIS USES THE POWERFUL CRAWL STROKE THAT BETTERED THE OLYMPIC 400-METER FREESTYLE RECORD

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Dream car for a heavenly honeymoon!

THIS HONEYMOON actually is a threesome, believe it or not. Look close and you find that there's a welcome "third" on the trip. It's that thrill-packed new Studebaker convertible!

Hollywood photographer Paul Hesse says he never did a color shot that intrigued him more. Everything's in the right mood—the car—the people—the setting!

You can see for yourself that this convertible is a dream car any young-minded person would want to own. Everywhere it goes, it rides low, wide and handsome straight into a special place in the affections of discriminating Americans!

Here's the new look in cars that Studebaker originated—plus a great deal more. Here's a soft-sprung new kind of road-hugging stability that's unusual in a sports car.

See all the new Studebaker Champions and Commanders—the sedans and coupes as well as the convertibles—and don't forget the fabulously fine, extra-long-wheelbase Land Cruiser!

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First in style...first in comfort...first by far with a postwar car

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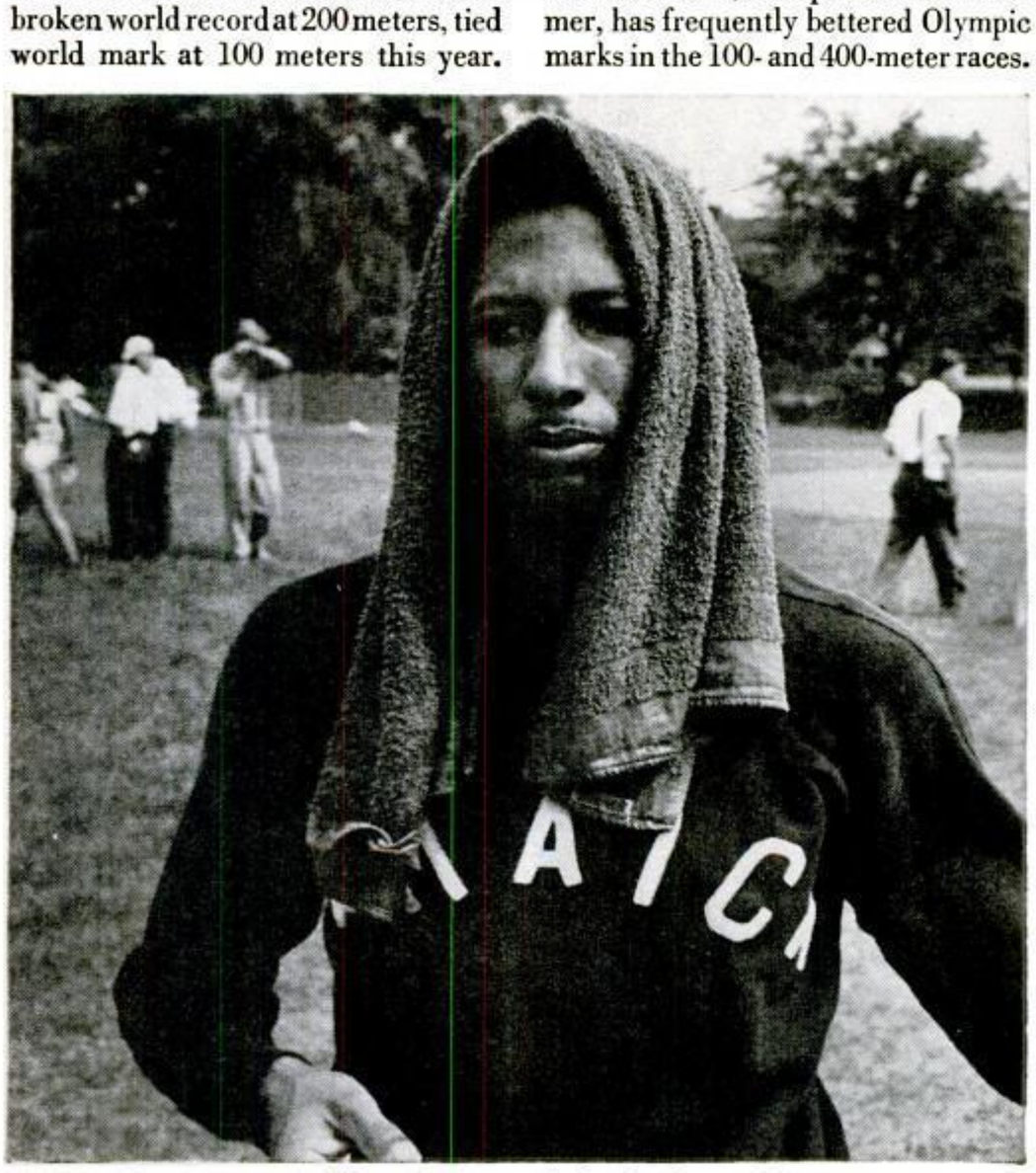
LENNART STRAND appears to be the best of three Swedish milers who are expected to sweep the 1,500-meter run. The U.S. rates poorly in distance races.



LLOYD LA BEACH of Panama has broken world record at 200 meters, tied world mark at 100 meters this year.



ALEX JANY, Europe's fastest swimmer, has frequently bettered Olympic marks in the 100- and 400-meter races.



HERB McKENLEY of Jamaica recently broke the world 400-meter record. He usually wears a wet towel on his head so as to keep cool before racing.

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THE ANDES

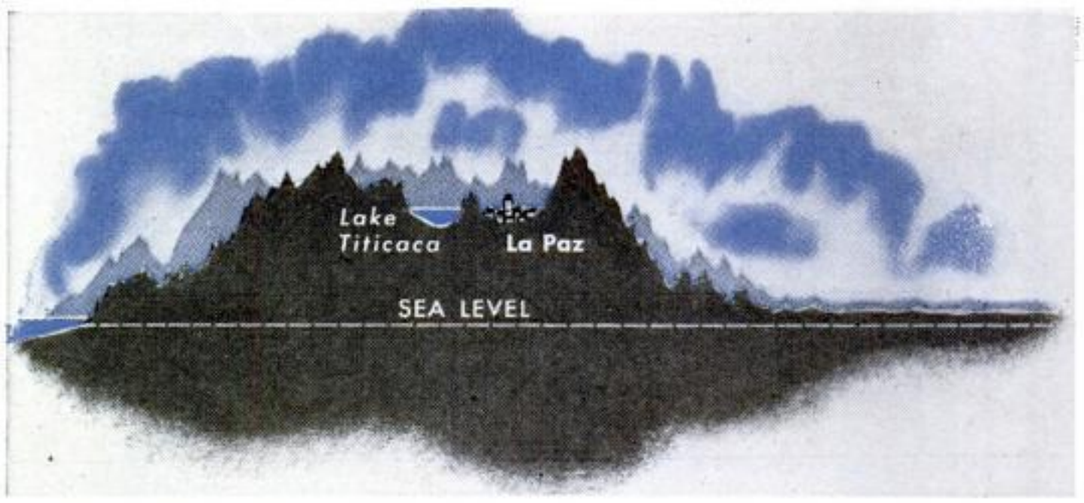
FOR 3,500 MILES THE MOUNTAINS ARE RICH WITH COLOR AND LIGHT

PHOTOGRAPHS FOR LIFE BY DMITRI KESSEL

The enormous jagged backbone of the Andes stretches for 3,500 miles along the west coast of South America (*left*), curving down from the Caribbean Sea to the southern tip of Chile. The unbroken line of mountains dominates the geography of the entire continent, trapping rainfall for the great rivers of Brazil and Argentina, shutting off water from the long Atacama Desert of Chile (*pp. 56, 57*). Between the 18,000- to 21,000-foot peaks deep valleys plunge downward; here and there living volcanoes still smoulder; blue-white glaciers and green jungles gleam within a few miles of each other. The vast Andean chain, longest in the world and higher than the North American Rockies, is alive with color and light.

Into this magnificent country LIFE sent Photographer Dmitri Kessel for a five-month tour. His southward route followed the general winding course of the still-incomplete Pan American Highway, from Medellín in Colombia to Santiago in Chile. Frequently he was forced to charter airplanes to photograph inaccessible reaches of the Andes like the Black and White Ranges of Peru (*pp. 52, 53*), where many of the enormous peaks are still nameless and unknown. Often he made long overland journeys to reach Inca ruins like those at Macchu Picchu (*p. 55*), where even the gold-hungry Spanish conquistadores were never able to penetrate. But despite these detours Kessel's route was much the same as that which millions of touring Americans will follow when the last links in the Pan American Highway—which runs all the way north to the U.S. border in Texas—are finally completed.

Everywhere in the valleys and high plateaus of the Andes, Kessel found a unique mountain civilization, a blend of ancient Inca, colonial Spanish and modern. In southern Peru (*p. 49*) Indians still laboriously cultivate the hillside terraces made centuries ago by their forebears. At Laja a 400-year-old Catholic church (*p. 54*) built by one of Pizarro's lieutenants still thrives undisturbed. At the Chuquicamata copper mine (*p. 55*) in Chile modern machines send up great clouds of smoke and dust as American mining engineers rip the ore from the 1,000-year-old pits. And near the southern end of the Andean chain the huge modern ski lodge at Portillo (*p. 58*) in Chile stands incongruous and all alone in the deep snow, as remote and as startling to come upon as an Inca fortress in the jungle.



CROSS SECTION OF THE ANDES in Peru and Bolivia shows an enormous mound almost 400 miles wide. From the top of the mound thrusts a series of tall peaks, dominated by 21,184-foot Mt. Illimani at the extreme right. Between the high ranges is the cool plateau, or *altiplano*, more than two miles above sea level, on which the majority of Bolivia's population is concentrated. La Paz (pop. 295,000), the functioning capital of Bolivia, stands at 12,000 feet—yet is in the bottom of a deep valley. Nearby Lake Titicaca, where ancient Indian civilization flourished 2,000 years ago, is 500 feet higher. The rarified atmosphere of the Andes has little effect on native Bolivians who have long since accustomed themselves to it, but visiting foreigners gasp for breath after the slightest exertion.

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NEAR THE NORTHERN END OF THE ANDES relatively low mountains of Colombia (*above*) are bright green, covered with patches of tropical forest, coffee bushes and pastures. All except the steepest slopes are under cultivation.

BARLEY FIELDS and small huts of Ecuadorian Indians (*below*) lie at 12,000 feet, beneath the massive peak of Mt. Chimborazo. Even though 20,000-foot Chimborazo is within 2° of the Equator, its summit is constantly covered with snow.

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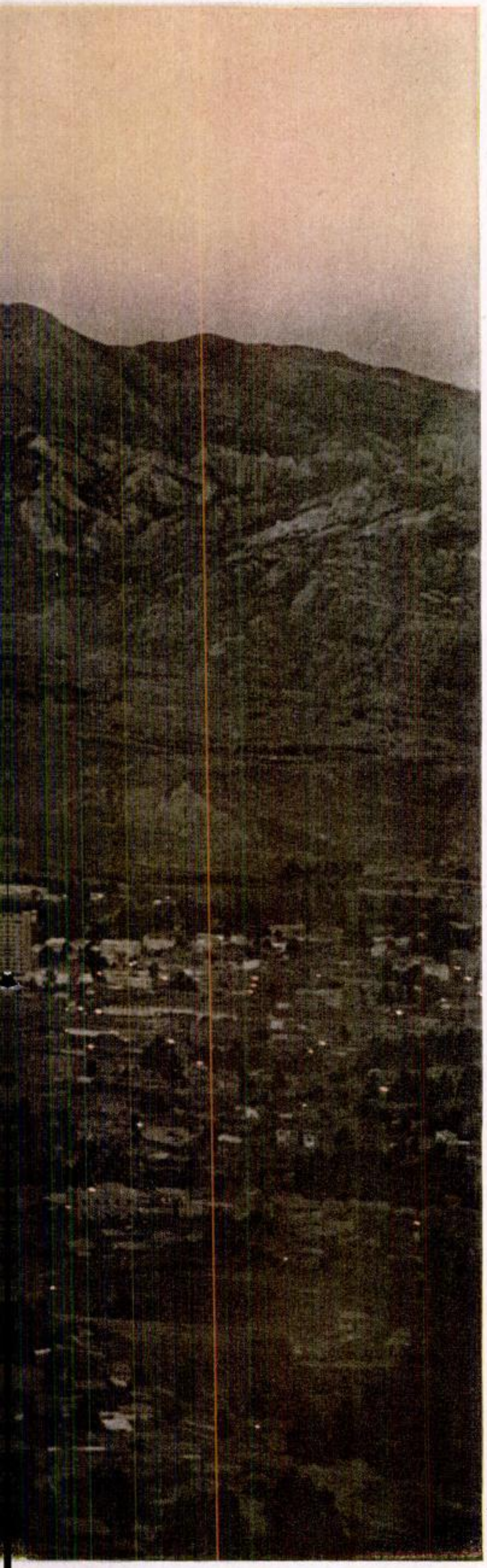
AT DUSK THE LIGHTS GO ON IN LA PAZ, BOLIVIA, MORE THAN 2 MILES ABOVE SEA LEVEL, BUT IN THE DISTANCE THE VAST, SNOW-COVERED BULK OF MT. ILLIMANI (21,179 FEET)

THE LONG TWILIGHT OF THE PEAKS

Brilliant contrasts of color and light make the Andes the world's most beautiful mountain range. Sunrise comes unevenly to the broken terrain, illuminating the white spines of the major peaks while it is pitch-black in the valleys. In La Paz, which has functioned as Bolivia's capital for 50 years even though Sucre still bears the honorary title, dusk falls at about 4 p.m. But the top of nearby Mt. Illimani (*above*) remains bright for hours after the lights have been turned on in the city below.

Sharp variations in altitude and rainfall within a few miles along the Andes also account for the lack or profusion of plant life and hence for startling changes in color. At about 16,000 feet the snow belt commences and the mountains above are a constant blue-white. Below that level there are plateaus called *punas* on which only the hardiest grass and trees can survive. But because pastureland is rare in the Andean region, the *punas* are grazed by sheep ranging as far as 3 miles above sea level. Beneath the *punas* other plateaus, covered with rich soil which has eroded from the peaks, are

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IS STILL BRILLIANT WITH SLOWLY RETREATING SUNLIGHT



BENT BY THE WIND which constantly sweeps the alpine pastures of Ecuador, a lonely tree struggles to survive just below the snow line at 15,700 feet.

GREEN WITH WHEAT, the laboriously carved terraces of southern Peru lie close beside the barren brown slopes of the quiescent El Misti volcano.

brilliantly green with crops. Their steep sides are covered with modern and ancient terraces, some of them built centuries ago by Inca farmers, which produce grains and vegetables.

In the deep valleys, only a short vertical distance from the frozen peaks, coffee, citrus fruits and coca are widely grown, and the yellow-green jungle makes successive layers of growth over Inca and Spanish ruins. Here and there along the landscape a volcano like Peru's El Misti (*right*), which has not erupted since the days of Pizarro, quietly smolders against the sky.



TROPICAL RIVER, the rocky Pastaza, swirls out of the Andes in eastern Ecuador. Although the river's headwaters are barely 200 miles from the Pacific Ocean, they are on the eastern slopes of the mountains. Therefore the Pastaza joins the Amazon and flows 2,000 miles eastward across Peru and Brazil to the Atlantic. The Andes also form a barrier against the transportation of several important natural products, including cinchona bark from which quinine is produced.

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GLACIAL LAKE, farther south and high above the jungle, fills a valley in the Peruvian Andes. A huge moraine dike (*upper right*), formed by debris deposited by a glacier, now holds back the water with little seepage. But geologists fear the dike may break at any time and loose a flood which will wipe out the hydroelectric plant in a valley below. In 1941 a similarly formed glacial lake suddenly burst out without warning and devastated the small Peruvian city of Huaras (pop. 12,000).

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THE BLACK AND WHITE RANGES OF PERU

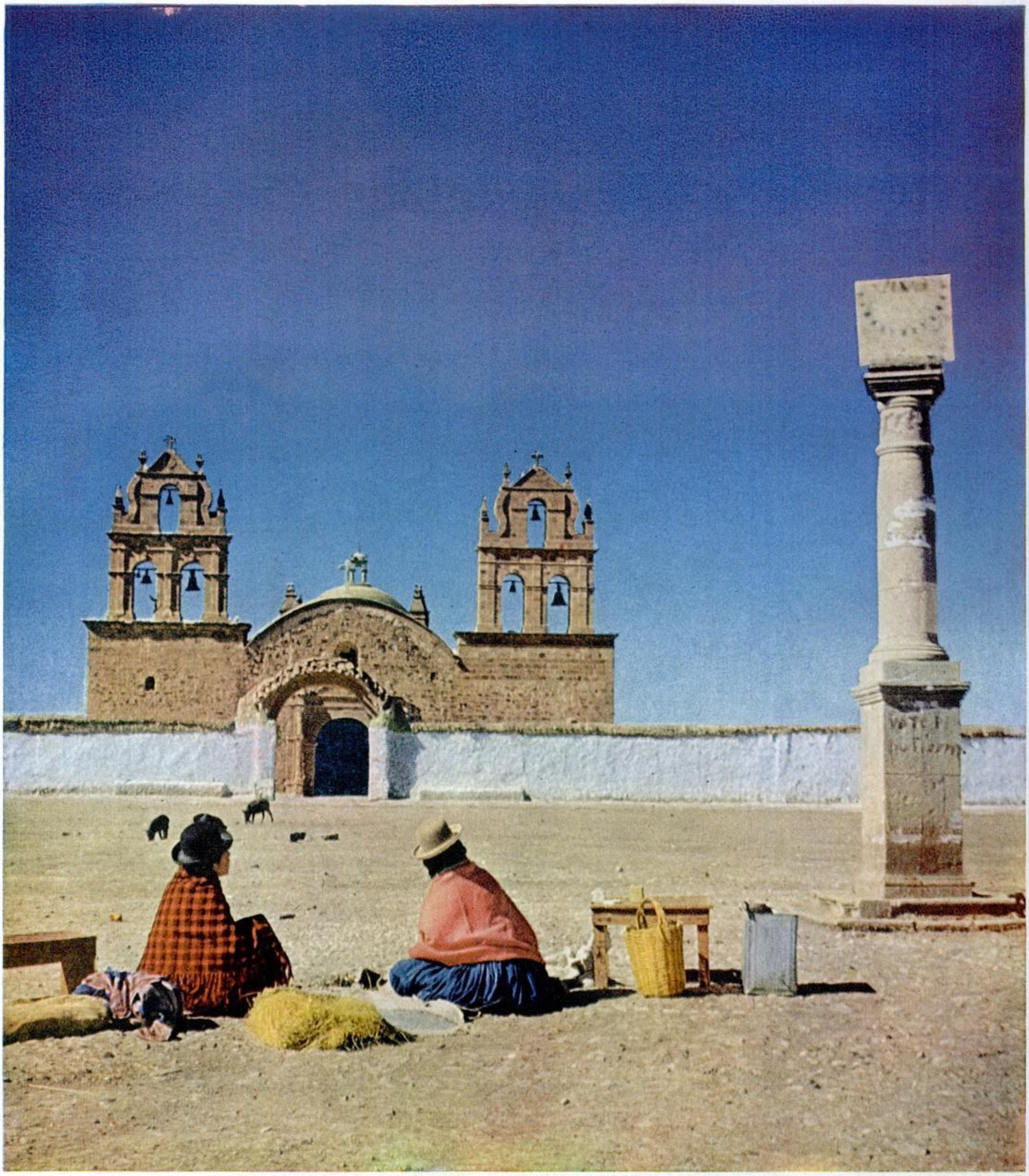
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As the Andes sweep south into Peru, they form closely parallel ranges. The 18,000-to 21,000- foot Cordillera Blanca (White Range) never loses its heavy coating of snow, but the nearby Cordillera Negra (Black Range) is slightly lower, therefore bare in summer except for a drab layer of alpine vegetation. Between the ranges lies the well-populated Huaylas Valley, a rich tropical outpost isolated by some of the world's most rugged terrain.

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RESTING EN ROUTE TO MARKET, BOLIVIAN INDIANS STARE AT THE OLD SPANISH CHURCH IN LAJA. NEARBY, BEARING A CHALKED ELECTION NOTE, IS AN OLD SUN CLOCK

THE INCAS, THE SPANISH AND ANACONDA

The long southward sweep of the Andes is littered with the remnants of Indian and Spanish culture. Spain's relics of language, religion and architecture are still on the surface; what the Incas left is still being reclaimed from the jungle after 400 years of neglect.

As in many an outpost town founded in the days of Pizarro or Toledo, the dominant feature of the Bolivian mountain village of Laja is a beautifully made old church (*above*). Its congregation now includes Indians whose racial memory extends back many centuries before the Spanish conquest and whose ancestors cut stone for elaborate mountain strongholds like that at Macchu Picchu in Peru (*opposite, top*). And in many another area the local landmark is a great mine like the Chuquicamata copper pit in Chile, which is far older than the churches of the Spanish and may even outdate the cities of the Incas.

At Chuquicamata another culture is already moving in. Mining engineers from the U.S. have brought cranes, narrow-gauge railways and bulldozers into the pit to speed up the output of scarce copper. Now they are gouging more ore from the desert in a year than their ancient predecessors contrived to remove in a century.

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INCA RUINS at Macchu Picchu (*above*) in Peru are clustered beneath the wild crags of the Andes. Although 400 years have elapsed since the Inca civilization was smashed by Spain, the massive, skillfully made walls are partially intact.

COPPER MINE (*below*) in the Atacama Desert of Chile is one of the world's largest. Indians operated it long before the Spaniards arrived, and their descendants still work it for Americans (Anaconda Copper Mining Co.), who own it now.

THE RICH BROWN DESERT OF CHILE

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Much of northern Chile is a high, arid plateau called the Atacama Desert which lies between the Argentine border and the Pacific. The lavalike earth of the Atacama is fabulously rich in nitrates, which Chile exports for the manufacture of fertilizer. But because the brown soil is so oversupplied with nitrates, there is no living plant in hundreds of square miles. The barren Atacama never receives more than .04 inch of rainfall a year.

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TOWARD THE SOUTHERN END of the Andes is the Chilean ski resort of Portillo beside Inca Lake. In midwinter—midsummer in the Northern Hemisphere—Portillo even attracts diehard sportsmen from the U.S. who travel south to try the steep, sharply plunging rock-strewn slopes of the Andes. Much of the building material for the isolated modernistic ski lodge was laboriously hauled many miles overland and more than 8,000 feet upward from the capital city of Santiago.

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WILLIAM R. STEINWAY, *Vice President of Steinway & Sons*

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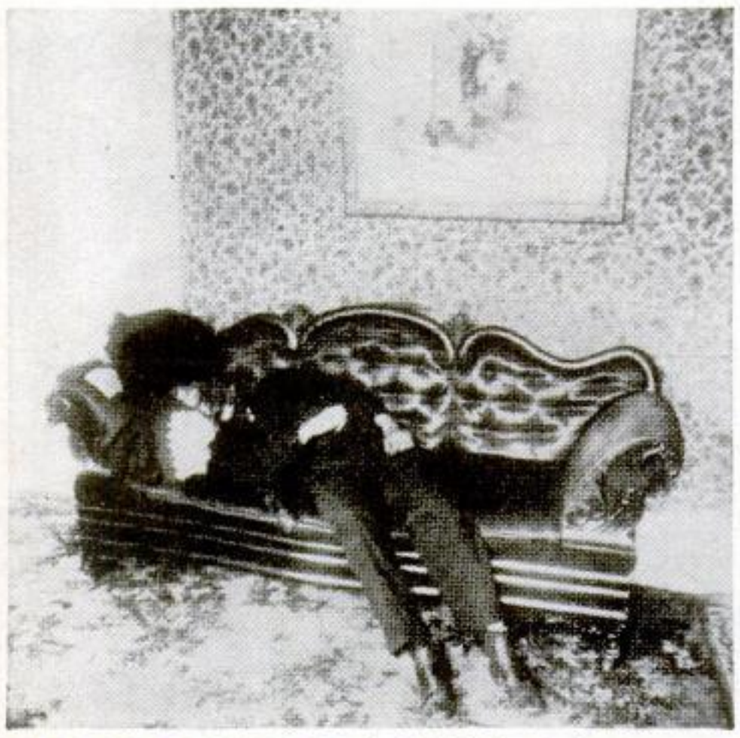
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THE BALLET *Fall River Legend*, inspired by the Lizzie Borden case, shows a heroine (Alicia Alonso, *center*) hounded by her stepmother and unloved by her father. The girl first uses ax on firewood, later on the adults.



ON DAY OF MURDER in 1892 these pictures were taken. Above: body of Lizzie's father, president of bank.



LIZZIE'S STEPMOTHER is shown as she was found lying face-down in pool of blood in Borden guest room.



THIS IS LIZZIE AT THE AGE OF 29

"Lizzie Borden took an ax
And gave her mother forty whacks;
When she saw what she had done
She gave her father forty-one!"

LIZZIE BORDEN

Her celebrated trial for murder of parents inspires a new ballet

Fifty-six years ago this week, while sedate Fall River, Mass. sweltered in the August heat, two of its best-known residents were bludgeoned to death with an ax. The double murder of Mr. and Mrs. Andrew J. Borden soon became one of the most celebrated crimes in U.S. history not only for its brutality but also because no one was ever convicted for it. Most suspicion centered, however, on Mr. Borden's daughter, Lizzie.

It was brought out that Lizzie hated her stepmother, that she had attempted to buy poison the day before the murder, that she had predicted dire happenings in her house, that she had urged the maid to leave the home at the time of the murders and that she had burned her dress—possibly bloodstained—shortly afterward. But at the trial the court helped Lizzie's case by ruling out the self-contradictory testimony she had given at the inquest and by barring the testimony about the poison. Feminists who judged any woman innocent of almost anything and clergymen who considered Lizzie a "poor, unfortunate girl" fanned public opinion in her favor. Lizzie was acquitted.

Most newspapers exulted over the verdict. But before she died in 1927 at the age of 66, Lizzie Borden who had been living quietly off the estate of her wealthy father, saw public opinion turn against her. Legal experts criticized the conduct of the trial. The anonymous rhyme printed above was even sung by children at play.

Since Lizzie Borden's death the double murder has inspired short stories, novels and, in 1933, a play, *Nine Pine Street*, with Lillian Gish, all of which made a murderess of the heroine. The latest production inspired by the double murder is Agnes de Mille's ballet *Fall River Legend*. Produced last April by Ballet Theatre, it was the biggest hit of the dance season. In *Fall River Legend* Lizzie is guilty too. But despite the chilling music of Morton Gould and a sky which turns blood-red as the fatal ax blows are struck, the ballet (*left*, *above*) never approaches the actual deed for sheer horror.

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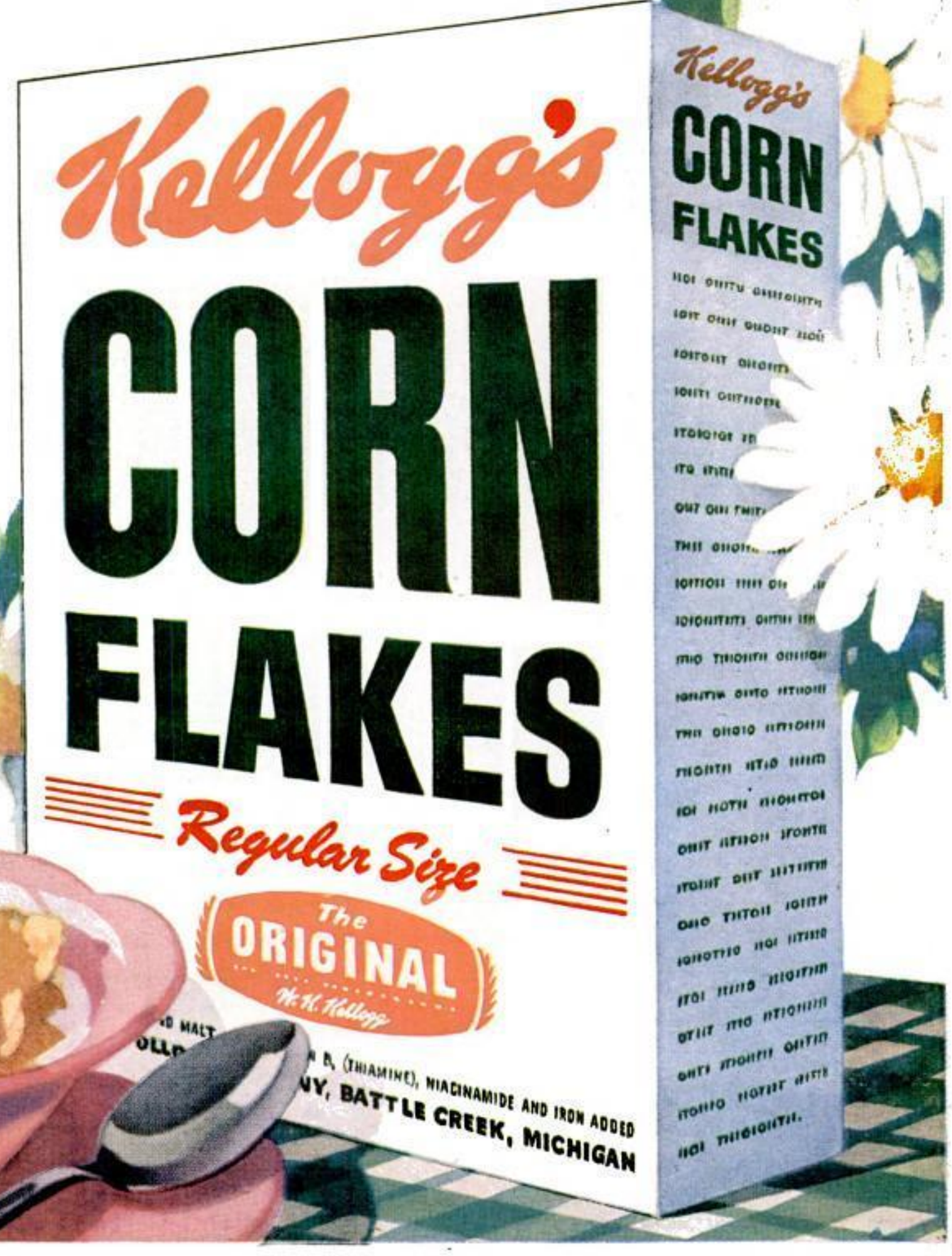


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Mother Knows Best!

KELLOGG'S CORN FLAKES is the most popular, fastest selling brand of ready-to-eat cereal! *Fresher* from our ovens to your tables. Nourishing, yet *light*—an ideal heat-beater. Right now your grocer is featuring the thrifty Regular and Family sizes . . . Eat a Better Breakfast—start with Kellogg's Corn Flakes!



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Lizzie Borden CONTINUED

THESE ARE SCENES IN BALLET



BALLET OPENS with a jury accusing the heroine of double murder as she stands under the gallows. She is comforted by pastor (John Kriza) who loves her.

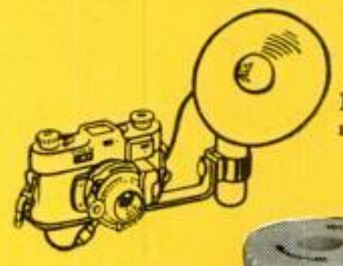


MOTIVE for murders is established as stepmother talks behind the girl's back. Later the stepmother also tries to break up the girl's romance with clergyman.

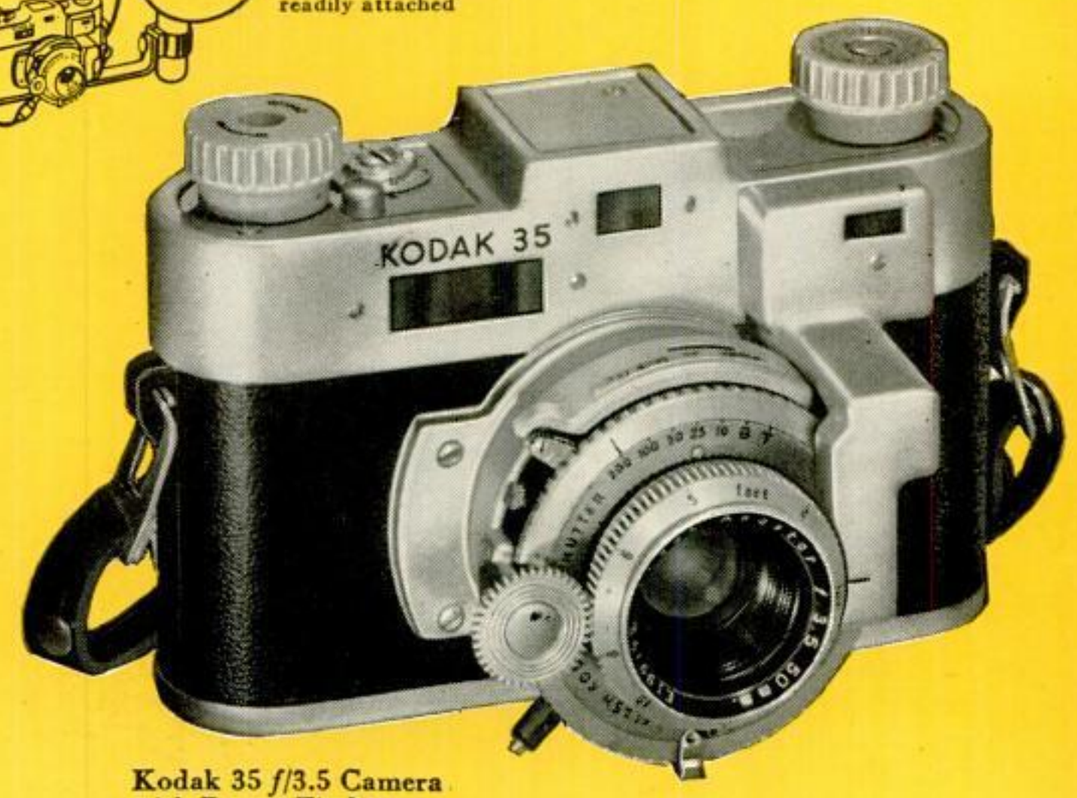


TRAGEDY is discovered as the sky flames red. Townspeople find the victims' bodies and emerge with bloodstained ax and scarf as heroine nearly swoons.

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Kodak Flasholder readily attached



Kodak 35 *f*/3.5 Camera with Range Finder

Kodak "miniatures" for the finest Color Pictures anyone could want...

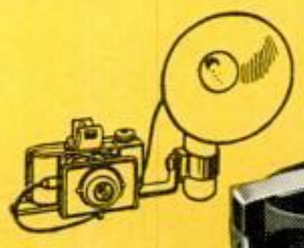
. . . and they're by no means among the top-price cameras

Both of these fine, modern, medium-priced "miniatures" make splendid full-color Kodachrome transparencies. You project them on a home screen . . . and have big, beautiful Kodachrome Prints made from them. You can get black-and-white pictures, too, of course—from crisp, clear little negatives made on black-and-white Kodak Films.

(above) **Kodak 35 *f*/3.5 Camera with Range Finder** — The split-field range finder helps you focus instantly, accurately. Kodak Anastar *f*/3.5 *Lumenized* Lens; 1/200-second Flash Kodamatic Shutter. Double-exposure prevention. Automatic exposure counter, automatic film stop, automatic shutter cocking. $75 plus tax. Kodak Flasholder, $9.50 plus tax.

(below) **Kodak Flash Bantam *f*/4.5 Camera** — Hardly a handful. It's the smallest of the Kodak miniatures. Weighs only 13 ounces; only 4⅝ inches wide. Kodak Anastar *f*/4.5 *Lumenized* Lens; 1/200-second shutter, synchronized for "flash" up to 1/100. Body shutter release, film-stop mechanism. $50 plus tax. Kodak Flasholder, $9.50 plus tax. At your Kodak dealer's. EASTMAN KODAK CO., ROCHESTER 4, N. Y.

(Prices subject to change without notice)



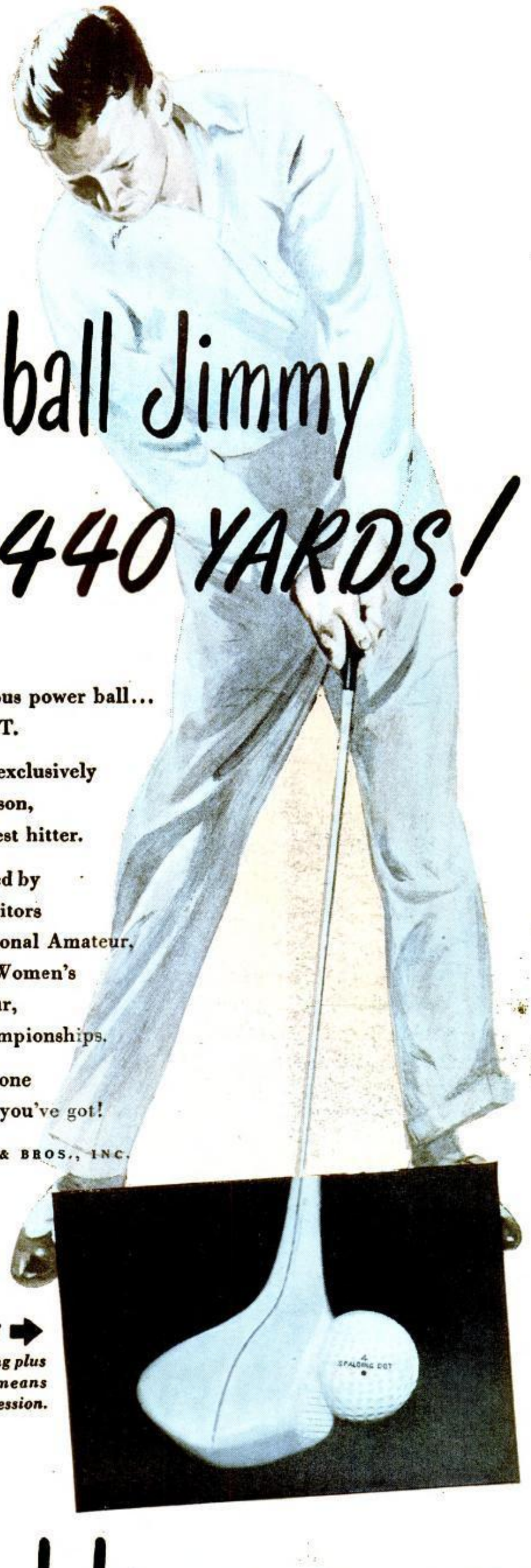
Kodak Flasholder readily attached



Kodak Flash Bantam *f*/4.5 Camera

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... the ball used exclusively by Jimmy Thomson, the world's longest hitter.

... the ball played by 3 out of 5 competitors in the 1947 National Amateur, National Open, Women's National Amateur, and P.G.A. Championships.

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Spalding sets the pace in sports

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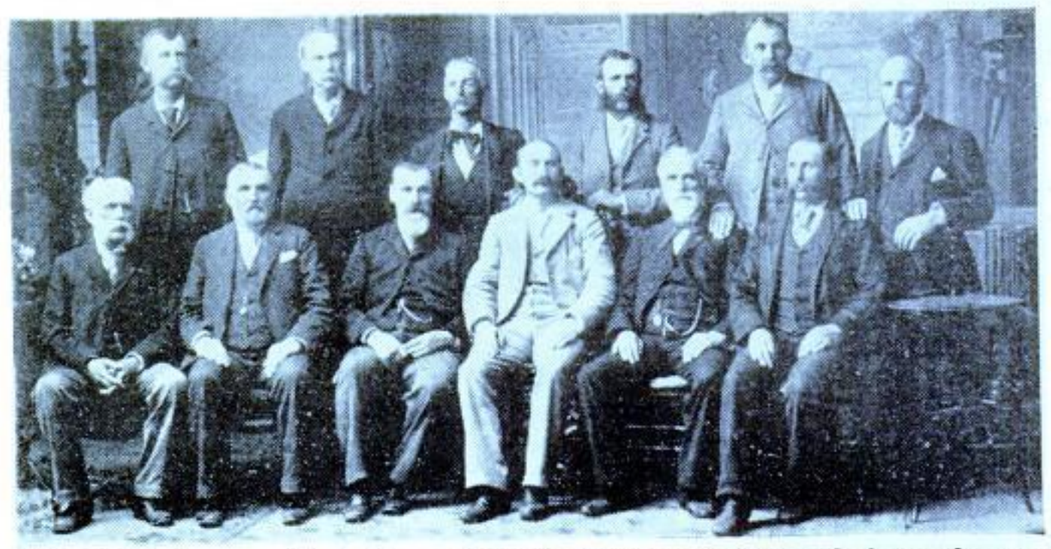
The DOT and TOP-FLITE *

The AIR-FLITE and KRO-FLITE

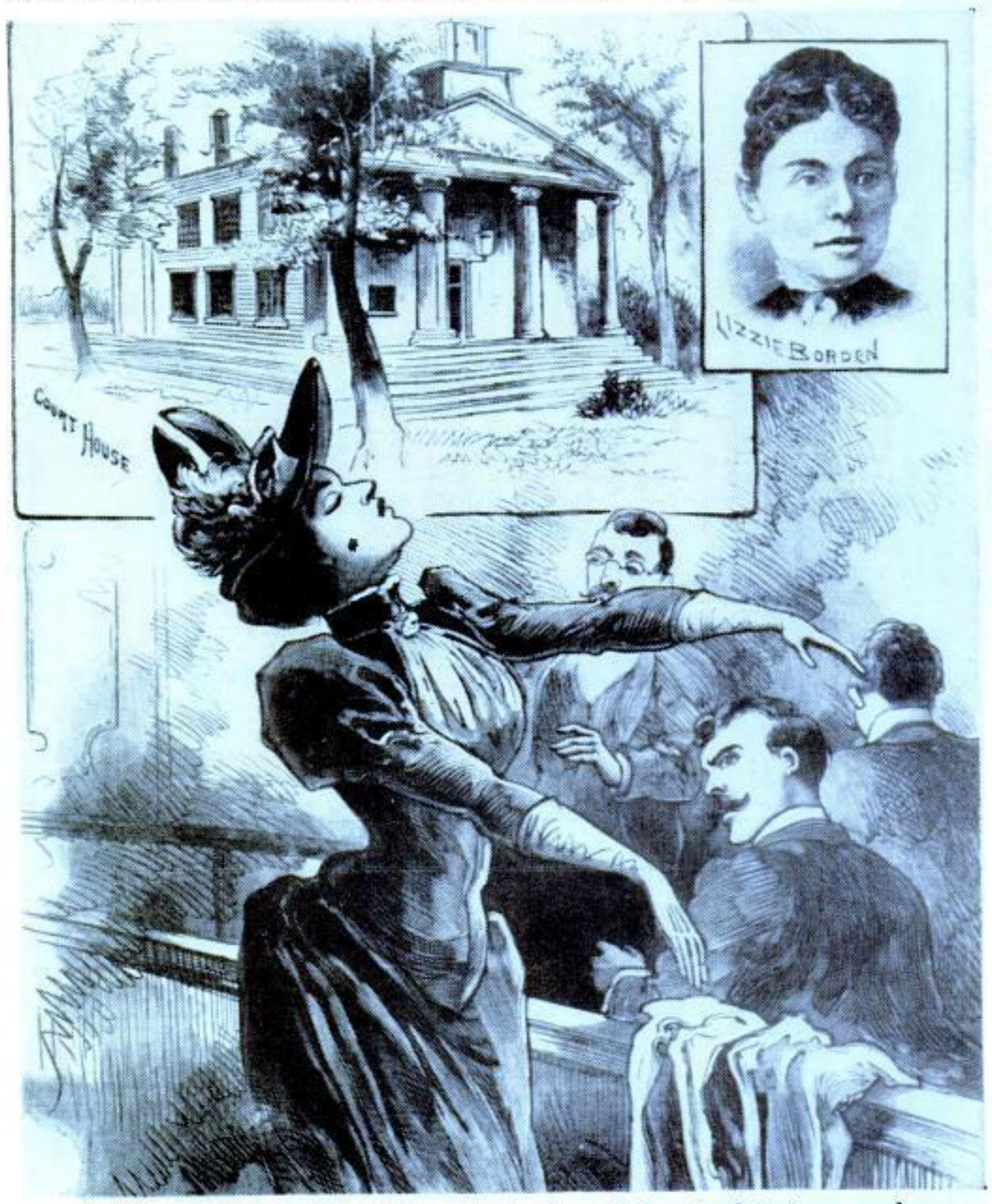
Ⓡ Dot, Top-Flite, Air-Flite, Kro-Flite

*Available at Pro Shops only.

LIZZIE'S TRIAL WAS FAMOUS



JURORS who acquitted the real Lizzie Borden deliberated for only one hour. Lizzie did not testify and merely told the all-male jury, "I am innocent."



"POLICE GAZETTE" at time of trial showed Lizzie fainting as she saw "grinning skulls of her murdered parents." *Gazette* delicately omitted skulls.



BORDEN HOME, scene of the murders, is on Second Street. Like most old Fall River residents, Isaac Clew, 74 (*above*), still remembers the Borden case.

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Coffee Time

over the evening campfire. Time for lazy talk and long peaceful silences, as the welcome fragrance of hot coffee rises on the cool woodland air. And because Maxwell House is America's favorite, coffee time is Maxwell House time wherever you go. Painted by Ogden Pleissner.



Because that "Good to the Last Drop" flavor adds so much real enjoyment to our daily living, Maxwell House is America's favorite, of ALL brands of coffee, at ANY price! North, South, East, or West, Maxwell House is truly part of the American Scene.



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In this day when every drop of "new oil" is more needed than ever, Shell drilled for perfection of an idea—and struck it. *An oil derrick that hitchhikes from job to job . . .*

Instead of settling down to an idle life after a well is drilled—or waiting until it's torn to pieces as scrap metal—this new portable rig moves on. Within hours after the telescoped mast and other equipment are rolled into place at a new well site, drilling is under way. Result: a way to speed up the drilling of new wells . . . to save on still-scarce steel . . . and to save time.

Completely portable, this electric drilling rig stands 12 stories high, and holds tools and equipment capable of penetrating stubborn rock to a depth of two miles. Yet the gangling two-legged superstructure telescopes into a neat package, 63 x 8 x 8 feet in size, and legally rides a trailer on the highways.

That's the spectacular side of the story to anyone who ever packed a suitcase. But an oil man will scratch his head at more than that: at the panel on the derrick floor which provides finger-tip control of all steps in the drilling operation—with dials showing oil and air pressure, mud pressure and power loads; or at the central electric power plant, and other heavy equipment, permanently mounted on semi-trailers, ready for the next move.

Shell's time—three years of it—was spent in the research and experimentation resulting in this new portable rig.

This achievement of Shell Research demonstrates leadership in the petroleum industry, and in petroleum products. Wherever you see the Shell name and trade mark, Shell Research is your guarantee of quality.

SIEBEL

SHELL

Horizons widen through Shell Research

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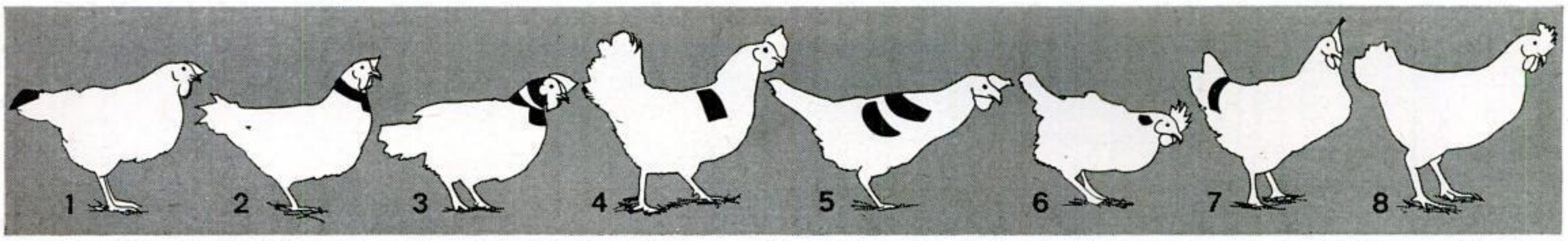


THE QUEEN OF THE CHICKEN COOP (RIGHT) AT KANSAS STATE COLLEGE RUFFLES HER WINGS AND PECKS A RIVAL HEN WHO LATER FELL TO FOURTH PLACE

THE SOCIAL ORDER OF HENS

A rigid hierarchy among all chickens is determined simply by the problem of who can peck whom

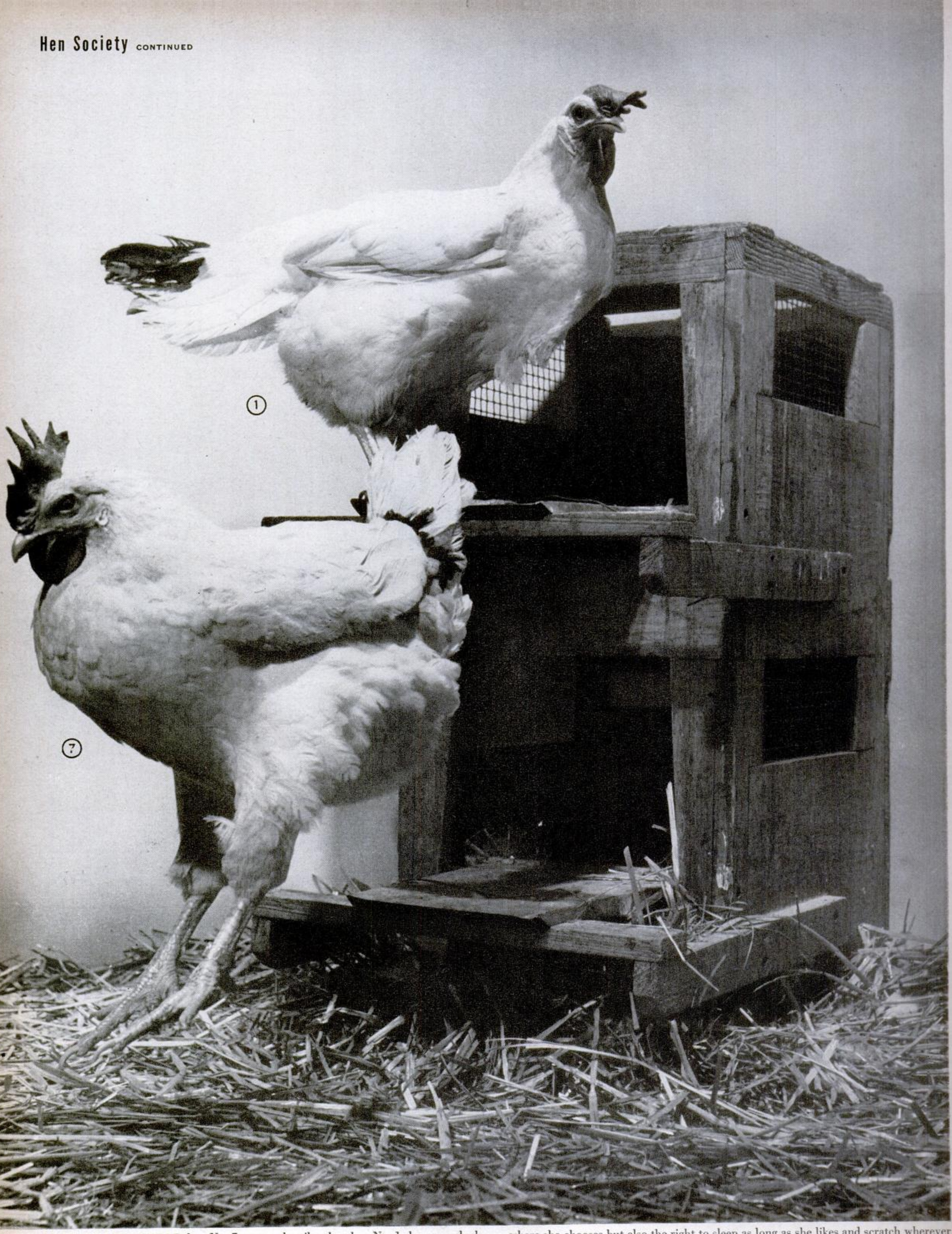
The social standing of hens has long seemed utterly haphazard to human observers, their gatherings in the chicken coop being generally regarded as a confusion of unrelated squawks and scratches. But by watching the pecking and pushing of any group of chickens the scientists have discovered that hen society is one of the most rigid in the animal world. Every hen in the flock has her own position. There are certain hens she can peck, others who can peck her with impunity. She must defer to her superiors at the feeding bowl or in the roosting box, but her inferiors she may, and does, shoulder away ruthlessly. It is for the enjoyment of these privileges that the peck order among hens is established. Dozens of flocks of chickens have been studied at Kansas State College by Dr. Alphaeus M. Guhl, who assembled eight white Leghorns for these pictures, each sketched below to show the marks by which he identified them. In less than an hour every hen in the flock had recognized the superior pecking ability of hen No. 1 (*above*), who thereafter enjoyed the prestige in the group of eating and roosting first. But for five days the other hens fought bitterly for a place high in the hierarchy, finally settling down in the order shown below. Hen No. 8, who was pecked by all the others, had one compensation for her troubles: she was permitted at the feeding bowl by hen No. 1, but only because she was so far down the social scale that No. 1 probably felt she could tolerate No. 8 with very little loss to her own prestige.



THESE SKETCHES SHOW STRIPES AND SPOTS OF DYE WHICH IDENTIFY DR. GUHL'S EIGHT HENS. EACH HEN OUTPECKED ALL THOSE SHOWN TO RIGHT OF HER

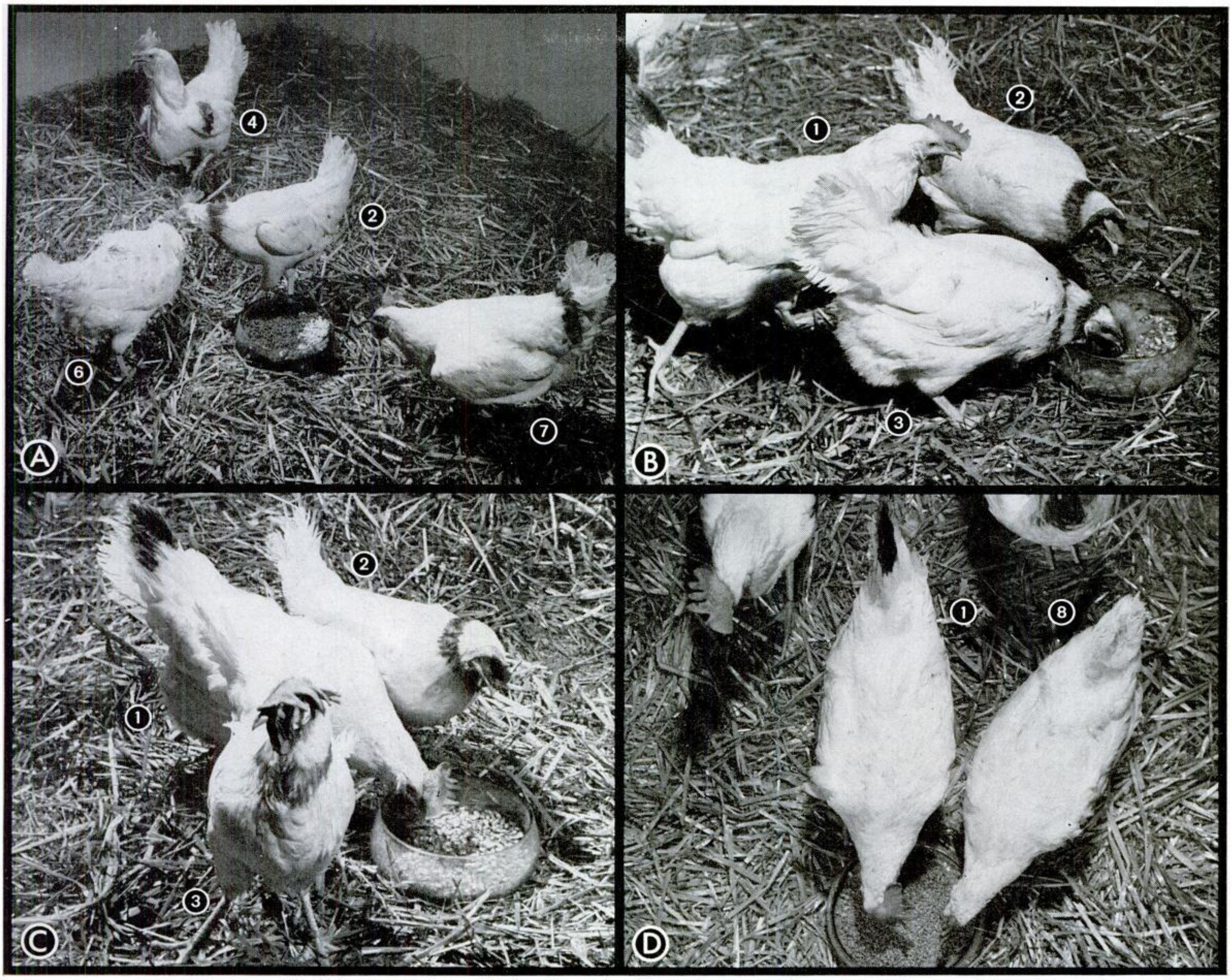
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LEAPING FROM NEST, hen No. 7 retreats hastily when hen No. 1 shows up clucking a warning that she will peck. The No. 1 hen enjoys not only the right to lay eggs where she chooses but also the right to sleep as long as she likes and scratch wherever she wishes for worms. As a result she usually lives longest of all the hens in the flock.

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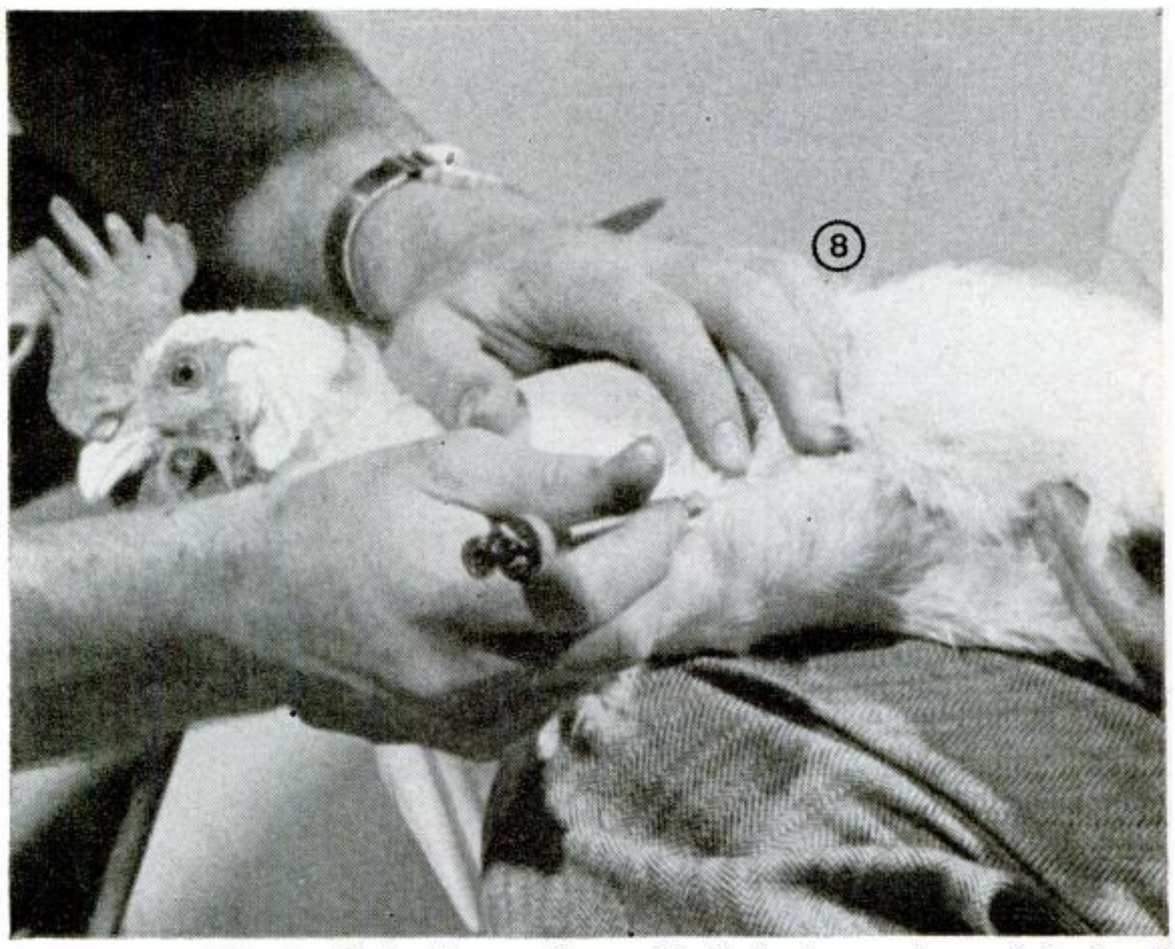
SPARRING FOR FOOD, the hens of the flock move in toward a bowlful of corn. When hen No. 2 enters in picture A, she pecks No. 6 so hard that Nos. 4 and 7 shy away. But no sooner does hen No. 2 reach the corn (*picture B*), where hungry hen No. 3 is trying to steal a bite, than hen No. 1 decides to eat, forcing hens already there to turn away and stand frozen motionless in the presence of their social superior (*picture C*). But No. 8, the social outcast of the coop, so rarely gets a chance to eat that she comes and stands beside hen No. 1 (*picture D*), who finally allows her to eat, probably considering her so socially inferior that she can afford to be patronizing.

SOCIAL UPSTARTS SELDOM SUCCEED

As top hen in the flock, No. 1 had no psychological problems at all. She ate and slept when she chose and as a result became able to lay more eggs than most of her companions. Some of the others, however, developed alarming symptoms as a result of the constant frustration of having their toes pecked or enduring the haughty stares of their superiors. Hen No. 2 for example, who was infuriated at not being No. 1, had periods of storming around the yard and pecking every hen in sight. She even pecked No. 1 a few times and was roundly thrashed for her temerity. Other hens, less aggressive in character, accepted their station in life philosophically. From being forced away from the feeding bowl and the nesting box, the egg production of the lower classes fell off. But the less domineering qualities of these lower classes made them so attractive to roosters that their eggs had a better chance of becoming fertilized than those of the queen herself.

From time to time the social structure in Dr. Guhl's coops had tottered dangerously under the onslaughts of ambitious and embittered hens or with the arrival of a stranger. But it has never fallen, the stranger merely taking her place after a series of skirmishes to test where she belongs. The most dangerous moment comes when the hens grow very hungry. Then if a feed bowl is placed in the center of the coop, they ignore the social niceties and rush at it all together. But a peck or two and an angry glare soon settle that.

As an experiment, Dr. Guhl injected male hormones (*right*) into the most plebeian hen of the whole flock, No. 8. To see what happened, turn the page.



LOWLY HEN NO. 8, who has become depressed with her lot, receives an injection of male hormones every day for six weeks to see if this will make her more aggressive.

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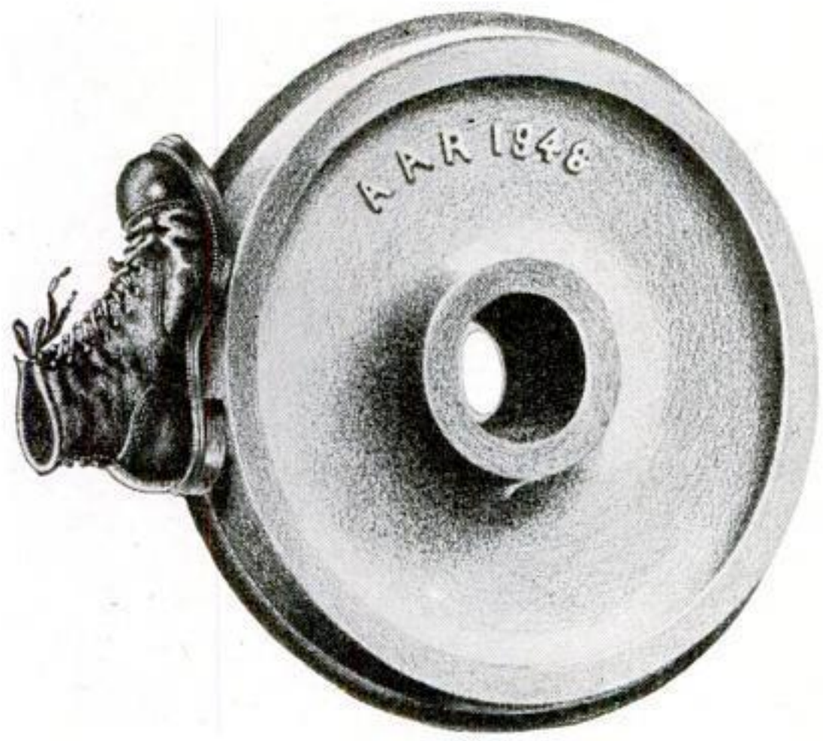
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DOWNFALL OF THE QUEEN: HEN NO. 8 PECKS HEN NO. 1

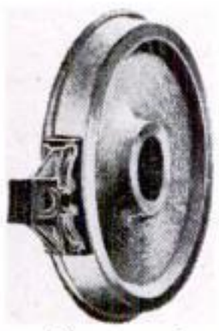


SOCIAL SYSTEM IS OVERTURNED as queen bows to hen No. 8, formerly the coop's lowest hen. Injections of male hormones have inspired hen No. 8 to dominate the flock which once scorned her, pecking each in turn until she reached the top hen. Hormones have made wattles of hen No. 8 grow almost as large as those of a rooster.

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"Shoeing" the Iron Horse



Every railroad car wears at least four pairs of "shoes." Not the kind of shoes *you* wear, of course, but heavy-duty brake shoes, upon which depend the safety and efficiency of every train that rolls.

These rugged cast-iron shoes will never actually be called upon to clamp down on train wheels speeding at 160 miles per hour. But in the testing laboratories where Association of American Railroad standards are set, they must prove they're tough enough to do just that.

Yes, and every brake shoe must fit in any brake assembly built by any brake manufacturer, so that it can be readily replaced at any railroad shop or terminal.

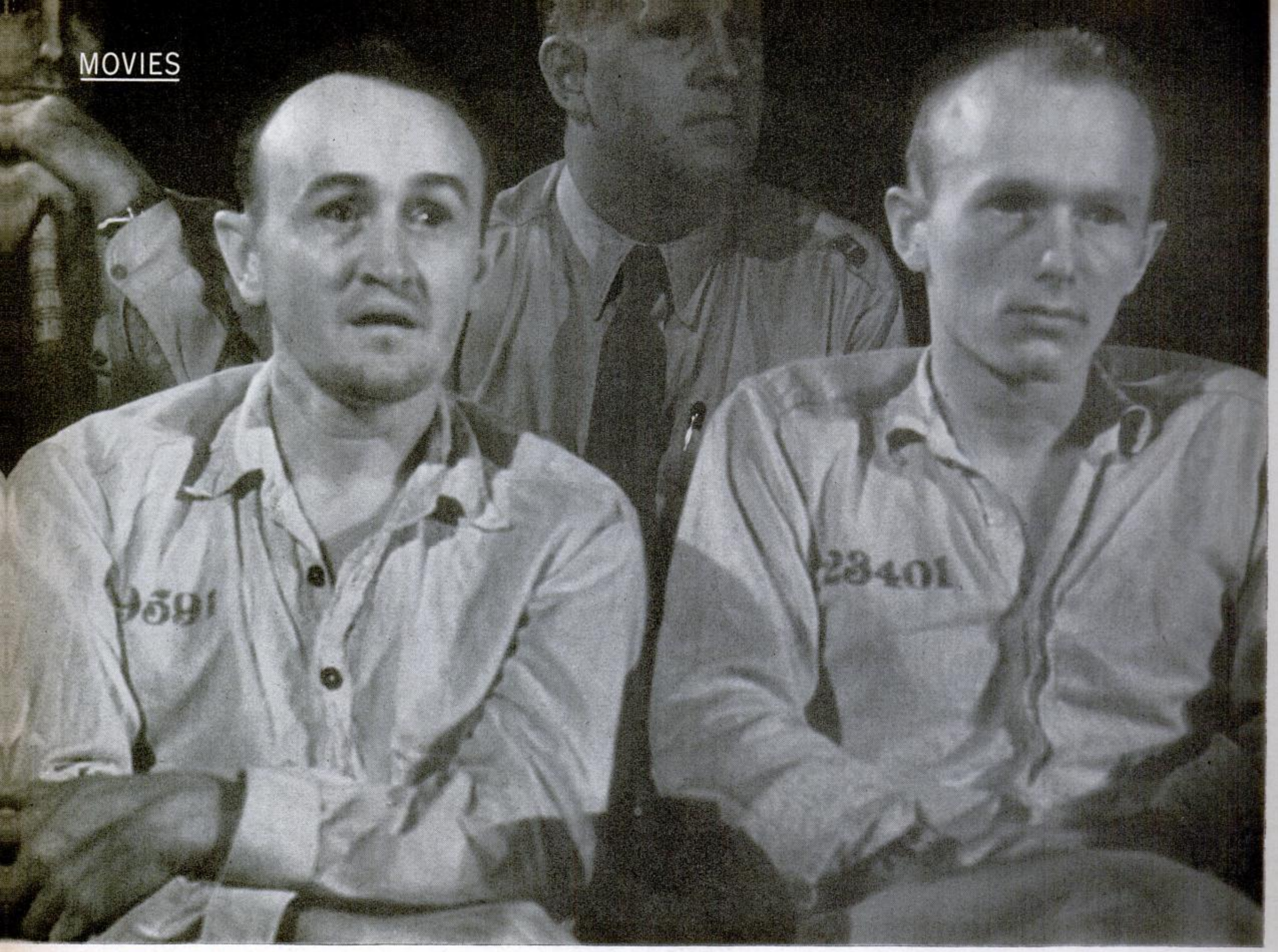
Fixing the requirements for such a commonplace item of equipment is just one example of the testing and development activities which the railroads carry on through the Association of American Railroads, their mutual agency for the improvement of *all* railroading. Comparable standards are also set for other interchangeable parts, such as wheels, axles, trucks, draft gear, and safety devices.

This is part of the cooperative effort by which railroads, while competing with one another for business, make sure that every piece of their equipment meets strict specifications for strength, safety, and convenience.

It is this kind of cooperation for progress which helps provide America with the most economical, the safest, the most efficient mass transportation system in the world.

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CONVICT JOHN SMALLEY (*left*), known as "a smalltime Dillinger," winces as the movie brings to life again the day he was dragged, numb and frostbitten, back to prison after a bloody break. Billy New, the baby of the desperadoes, looks on unconcerned. He was chiefly interested in meeting the actress who plays role of his girl friend (*below*).

CONVICTS SEE A MOVIE OF THEIR OWN ESCAPE

The most spectacular prison break in recent years was that of 12 convicts, sentenced for crimes ranging from armed robbery to murder, from the Colorado State Penitentiary in Canon City last winter (LIFE, Jan. 12). Nine survived and were recaptured. Hardly had the gates of their cells in Little Siberia, the solitary block, slammed shut on them than an enterprising producer, Bryan Foy of Eagle Lion Films was on hand with a full company to make a movie called *Canon City*, giving a blow-by-blow account of the escape. It was shot in and around the prison and even has the warden, Roy Best, playing himself. On July 3, Best invited eight of the convicts to a special showing (the ninth,

SCENES FROM THE MOVIE TELL STORY OF PRISON BREAK



GUARDS ARE BEATEN, dragged out as hostages according to the plans made by Schwartzmiller, the most desperate of the prisoners (*left*).



BILLY NEW AND HIS GIRL FRIEND hug each other while his friend Hernandez looks on. Cops will soon arrive to spoil the getaway.



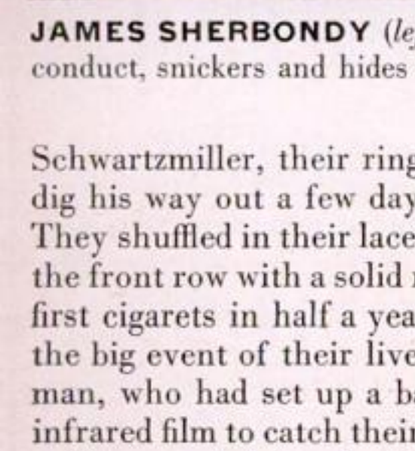
DEFIANT PRISONER surrenders on the snow in

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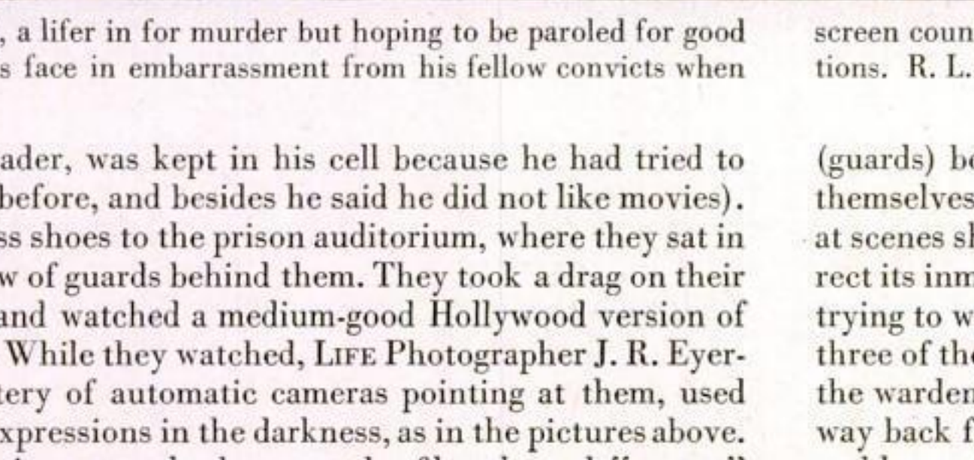
JAMES SHERBONDY (*left*), a lifer in for murder but hoping to be paroled for good conduct, snickers and hides his face in embarrassment from his fellow convicts when screen counterpart (*below, right*) shows remorse, gratitude, pity and other normal emotions. R. L. Freeman, a 21-year-old kidnaper with a 25-year sentence, simply laughs.

Schwartzmiller, their ringleader, was kept in his cell because he had tried to dig his way out a few days before, and besides he said he did not like movies). They shuffled in their laceless shoes to the prison auditorium, where they sat in the front row with a solid row of guards behind them. They took a drag on their first cigarets in half a year and watched a medium-good Hollywood version of the big event of their lives. While they watched, LIFE Photographer J. R. Eyerman, who had set up a battery of automatic cameras pointing at them, used infrared film to catch their expressions in the darkness, as in the pictures above.

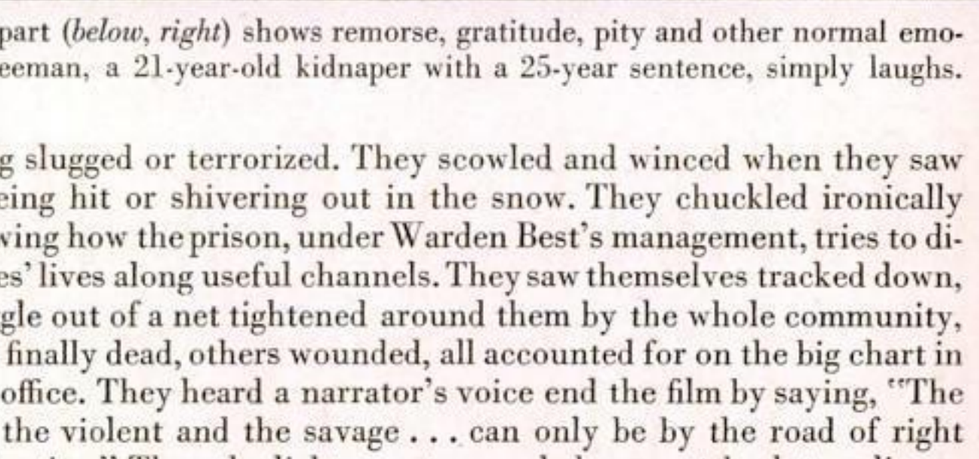
The convicts laughed their approval whenever the film showed "screws" (guards) being slugged or terrorized. They scowled and winced when they saw themselves being hit or shivering out in the snow. They chuckled ironically at scenes showing how the prison, under Warden Best's management, tries to direct its inmates' lives along useful channels. They saw themselves tracked down, trying to wriggle out of a net tightened around them by the whole community, three of them finally dead, others wounded, all accounted for on the big chart in the warden's office. They heard a narrator's voice end the film by saying, "The way back for the violent and the savage . . . can only be by the road of right and law and justice." Then the lights went on and they went back to solitary.



a scene based on news picture printed in LIFE Jan. 12.



A BRAVE HOUSEWIFE prepares to bean Schwartzmiller while he fights one of the guards held hostage in a house where some escapees hid.



SHERBONDY LOOKS NOBLE as he faces recapture after having saved the life of a little boy whose sister (*center*) looks at him tenderly.

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New

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Prices include Federal excise tax and are subject to change without notice. ("DM" and "DV" albums also available in manual sequence at $1 extra.)

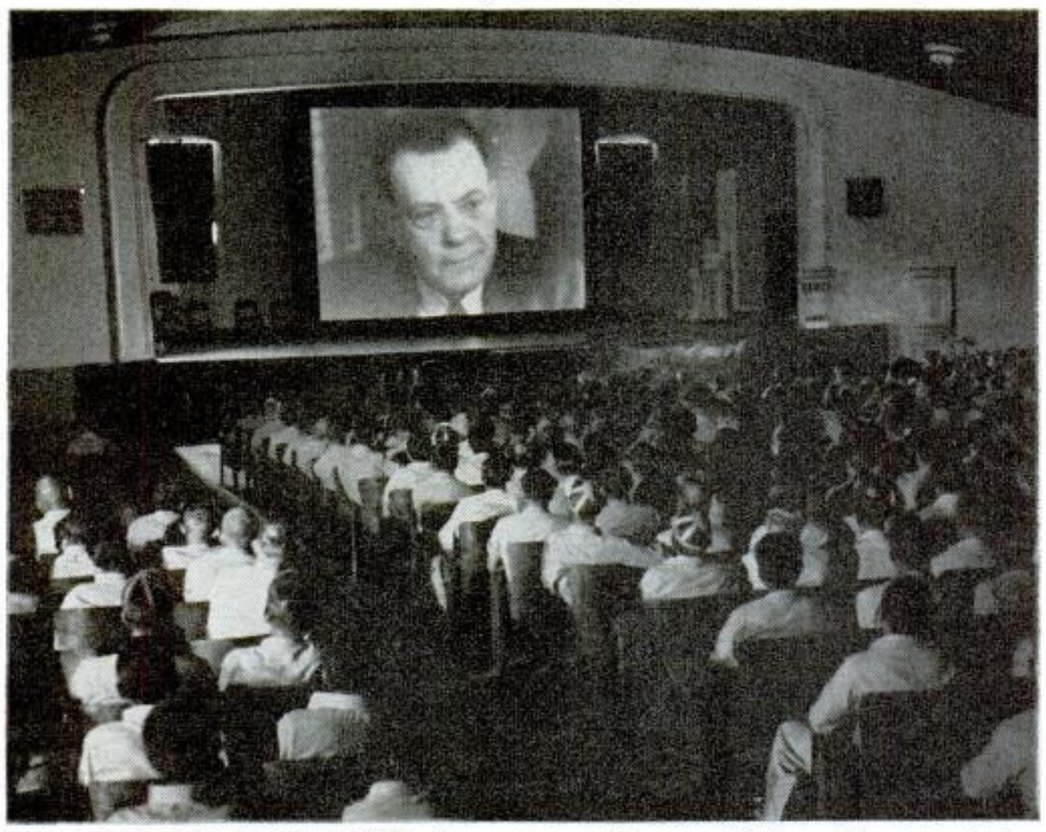
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CHECK YOUR CHOICES
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CONVICT BAND, flanked by guards, marches down the festive main street of Canon City, which declared "Roy Best Day" to celebrate film's premiere.



WARDEN BEST'S FACE fills the screen as the rest of the prison population sees a special showing of *Canon City*. Prisoners generally see a movie a week.



THE TWO SHERBONDYS talk over the film with the warden. The real one thought Actor Scott Brady (*left*) had made him more likable than he actually is.

For nifty, thrifty shaves...



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SELF-SHARPENING . . . ONE PIECE

Try These Tasty Supper Rolls



You know it's good because it's HEINZ!

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"WEEK END IN THE COUNTRY," by Austin Briggs. Number 19 in the series "Home Life in America," by noted American illustrators.

Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindliness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer is the kind of beverage Americans like. It belongs—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy it, this too belongs—to our own American heritage of personal freedom.



AMERICA'S BEVERAGE OF MODERATION

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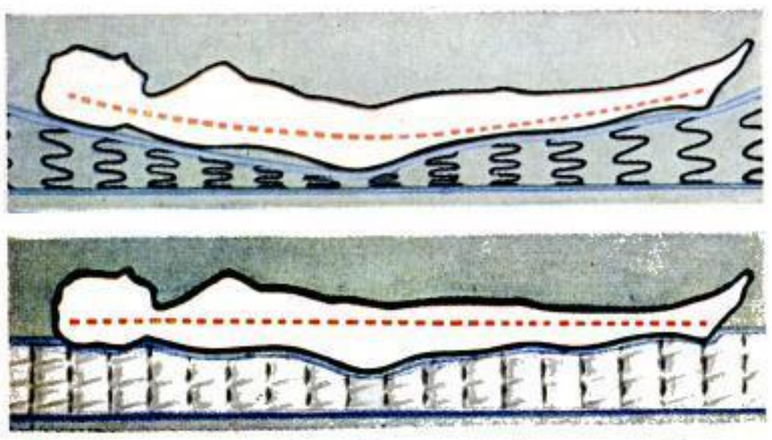
You can make your Beautyrest beds even more luxurious with beautiful new Simmons Decorator Headboards, shown above.

THE WHOLE WORLD SLEEPS ON A BEAUTYREST —OR WANTS TO!

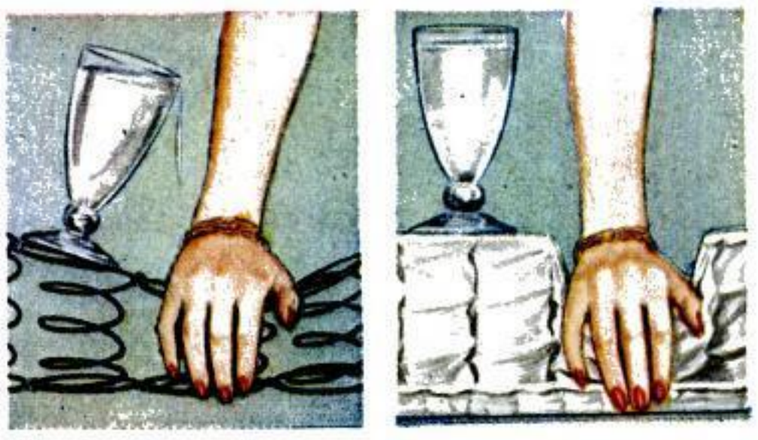
1. What a new world of comfort you nestle into —the very moment you sink down blissfully on your Beautyrest!

Almost immediately you feel so rested! So peaceful! So free of strain or fatigue. So utterly and completely relaxed in every nerve and every muscle!

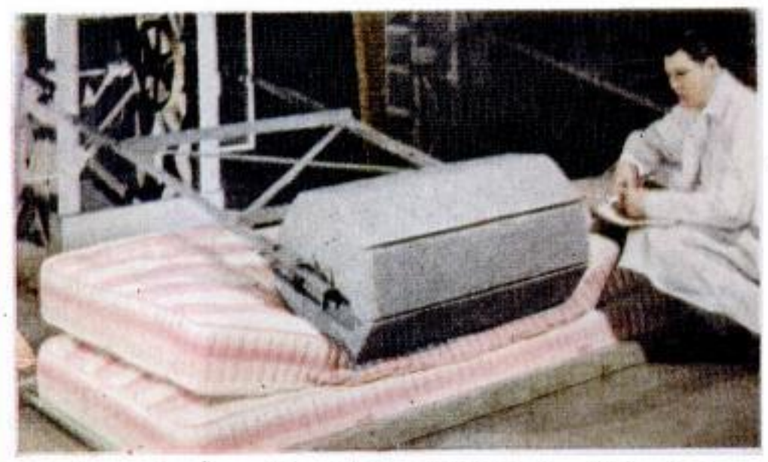
It's hard to believe that any mattress could yield such blessed benefits—but a "luxury comfort" Beautyrest *can* and *does!* And the simple *reason why* it does is plain to see, below:



2. The reason why: Above, see how an *ordinary* inner-spring mattress can sag beneath you, make *hollows* that rob you of your rest. But, below, see how Beautyrest's 837 coil springs "give" only in the right places. Offer *firmer, more natural* support!



3. More proof! Left, see how wired-together springs in *ordinary* mattresses sag down together under pressure, tip the water glass! But, right, see how Beautyrest's *individually pocketed* springs act without tipping the glass!



Built to last and last! In rigid "torture" tests being made regularly in the laboratories of the United States Testing Co., Inc., Beautyrest took over twice as many poundings as any other mattress tested. Proof of its better workmanship, finer quality!

Facts for shoppers: Based on its ten-year guarantee, all it costs to own a Beautyrest is about *a penny and a half* a night. What a value! Beautyrest is so well built it needs turning only 4 or 5 times a year, too. Has pre-built borders, no-sag edges, eight side ventilators to help keep interior fresh! Plus the very finest of cover fabrics. Only $59.50.

Suggestion: When you buy your new Beautyrest, don't put it on an ordinary bedspring. Get a Beautyrest box spring—and enjoy the world's *most comfortable* spring-and-mattress combination! Hand-tied, matching Beautyrest box spring same price as your Beautyrest mattress. See your dealer today!

Only SIMMONS makes BEAUTYREST*

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DEGAS'

Mademoiselle Hortense Valpinçon



MINNEAPOLIS ACQUIRES ARTIST'S FRIEND

This year the Minneapolis Institute of Arts acquired the portrait of one of the best friends an artist ever had. The friend was Hortense Valpinçon, whose childhood portrait is shown above, and the artist she befriended was Edgar Degas, the famous French painter. About 1871 Degas visited her father and decided to paint the little girl. To keep her quiet while posing, he gave her four pieces of apple. Here she has eaten all but the last piece. Knowing that Degas liked to fuss endlessly over his canvases, Hortense' father took the painting away from him before it was all finished. The jagged black lines along the back indicate that Degas probably wanted to fill out the contours of the figure.

Degas and Hortense remained close friends through the years that followed. An arrogant, difficult man, Degas alienated most of his intimate friends and, gone blind in his last years, lived in lonely bitterness. But Hortense was still devoted to him, and he came to rely on her care and affection until he died in 1917. She kept this portrait, sold it several years before her death. This spring the Minneapolis museum bought it for about $100,000.

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the Meat page

how to get three fresh-cooked meals . . . from one pot roast



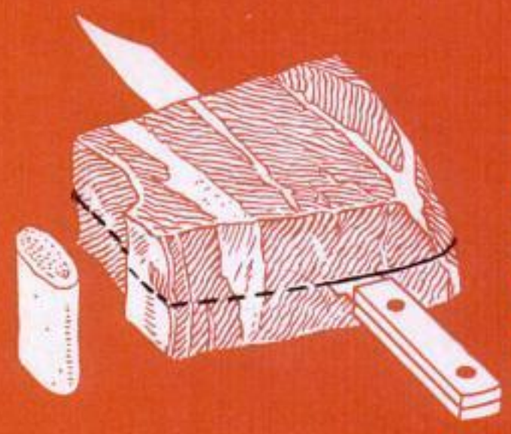
A big round-bone pot roast like this doesn't have to be cooked all at once. With a simple bit of meat cutting in your kitchen you can get three different fresh-cooked meals from it. It's a thrifty way to get greater variety, too.



From the round end of the roast, cut a piece to use for meal number one. Cut this boneless meat into cubes for a beef and vegetable stew.



Cut a piece from the center for a chunky pot roast. It will be thick—for best results in cooking, and easy carving, too.



With a sharp knife and a saucer under your hand for safety, you can easily split the remaining piece to make two attractive Swiss steaks.

1 BEEF STEW



2 POT ROAST



3 SWISS STEAK



These days when you buy a large cut of meat, plan to spread it over more of the week's meals, for there is thrift in the use of meat as well as in careful buying. Ideas like these make your meat money go further—give you more fresh-cooked meat meals with the essential nourishment all meat supplies—body-building protein, essential B vitamins, important minerals—iron, copper, phosphorus.

P. S. For help on your meat problems, listen to the Fred Waring Show, NBC, Tuesday and Thursday mornings.

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SIX SHOELESS CHILDREN, STANDING ON DISKS TO KEEP THEIR PLACES, BEGIN "CHILD'S WORLD" BROADCAST LED BY HELEN PARKHURST

CHILD'S WORLD

New program airs juvenile ideas on God, Jealousy, Death

As every parent knows, the world of childhood is full of fears and fancies, shrewd insights and savage impulses. Only as a child is fully understood by adults can he be helped toward maturity. In a current radio program, *Child's World*, which is broadcast every Thursday night over the ABC network, young children are discussing for the benefit of themselves and their elders the things that concern or oppress childhood minds. They examine their reasons for lying or stealing; they exchange their concepts of God and death; they analyze race prejudice. The children are presented not as cute moppets or precocious quiz kids but as real people with real problems. The result is by far the most fascinating of juvenile programs.

Child's World is conducted by Miss Helen Parkhurst, founder of New York's progressive Dalton School. For every weekly program she selects a group of six to nine children, rich and poor alike, usually from lists provided by New York schools. The children, whose ages vary from 4 to 14, are invited to Miss Parkhurst's apartment. After a few minutes in a cheerful room by themselves in order to gain confidence, the youngsters go into the dining room where they stand around a circular brass railing (*above*). Shoes are removed, both for comfort and so that toes can be wiggled without creating odd sound effects. Miss Parkhurst, who maintains an interested but firmly impersonal attitude, introduces the subject for discussion and each child spontaneously makes his own comments into a microphone.

On the next pages are excerpts from four *Child's World* broadcasts, each with a composite picture by LIFE Photographer Sharland based on the children's own poetic images. In these glimpses of the tumultuous child's world any reader can see the shape of the tumultuous adult's world to come.

CONTINUED ON NEXT PAGE

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"A PRETTY SWELL GUY"

"They built the stone building, and well, then God came right on top of it." This definite idea of God's dwelling place, which is pictured above, was voiced by 7-year-old Trudy, daughter of a Jewish father and Catholic mother, in a *Child's World* broadcast on "Ideas about God." Trudy also said, "God is Moses." Douglas, a 12-year-old Episcopal altar boy, said his first idea of God was someone with "just His head and shoulders sticking out of the clouds." Harold, who went to no church, said, "My first idea of God was that there was someone up in heaven that was supposed to take care of everything, and patch up everything, so there wouldn't be any bad feelings between people." But Harold could not understand "if He's only one man up in heaven, how could He do everything for everybody all the time?" Billy, a Catholic, was baffled by "the way He made everything from nothing." Billy said God was "a spirit," and when asked to explain what he meant by spirit, he answered, "Well, I can see you and you can see me, but we can't see God, but He can see us." Harold added later that God was "a pretty swell guy who could do most anything." Marcia was puzzled by God's exact whereabouts and said, "I mean airplanes have been flying pretty high and they haven't come across Him."

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"I FEEL SAD WHEN A PERSON DIES"

The youngest group to appear on *Child's World* were children from 4 to 7 years old who turned their young minds to the ancient riddle of death. Five-year-old Penny (*above*) conceived of death as something that happened to flowers when "they're old and get rusty." She said she hated to kill even a mosquito, and when asked in what part of her body she felt sorry about death, Penny replied, "Er—on my arms." When he was asked why he did not talk to his mother about death, Henry answered, "I feel sad when a person dies, and it makes me feel sad when I talk about it."

As for what happens after death, 4-year-old Tommy thought that people "just got green, real green" and are carried "up to the little house where they bury people," while Judy and Pete thought they went "to heaven." Where was that? "Up in the sky . . . about six hundred and fifty thousand trillion miles up, if you wanted to say something by miles." Tommy felt that death meant going to sleep "forever and ever . . . until a big storm comes and kills the world." All the children said they feared to talk about death but said it made them feel better to discuss it with their fathers and mothers. When Tommy was asked what would happen if he should die, he could only repeat stoutly, "Well, I would just feel sorry for myself."

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"MOST PEOPLE ARE JEALOUS"

Like the little girl above, who is tormented by the crying of a baby sister, most children have their first bitter taste of jealousy when they fear a younger brother or sister has crowded them out of their parents' affections. In the "Jealousy" broadcast every child described the same painful sensation. At the age of 8, Phyllis said, "I'm jealous of my baby sister because she gets all the attention." Young Mike complained, too, about his sister who danced. "Even though I think she dances like a hippopotamus, she makes my father give her attention and it makes me mad." "Sometimes when she's bad," Mike went on, "I tell her I have a present for her. She starts whining, 'Please let me have the present,' and I tell her, 'Oh no, you've been bad.' And she starts to be good. I once gave her a kick in the pants and said that was her present and she went yelling to my mother. . . . I think most people in the world are jealous of one thing or another."

Other children said they were jealous of the attention given by their fathers to their mothers, and Phyllis admitted she was jealous of a schoolmate's long hair. "She sits right in front of a boy," confessed Phyllis, who has short hair. "And he just plays around with her hair and admires it, and I sit in front of a boy. He can't play with my hair and I want him to."

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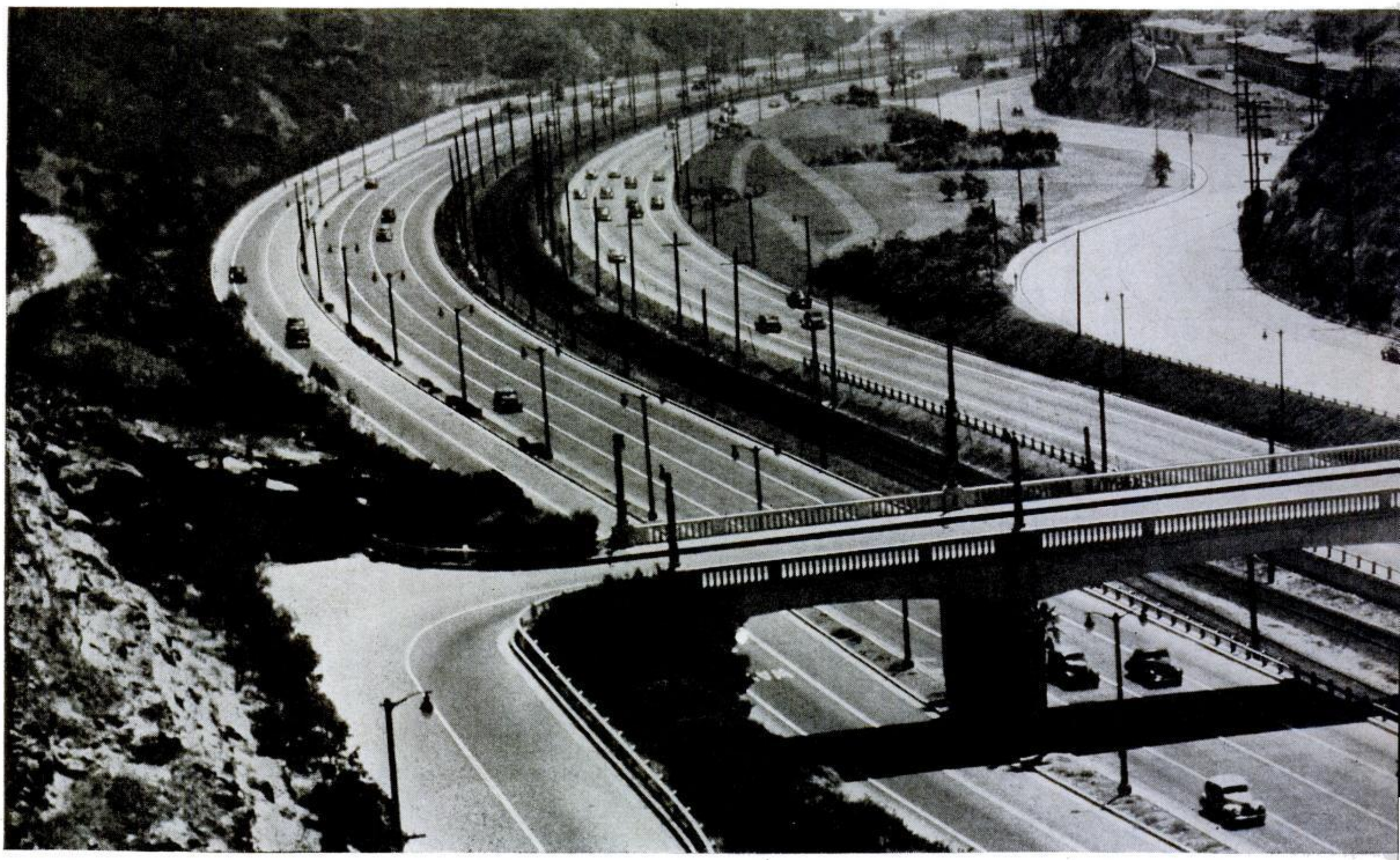


"THEY HIT US WITH ROCKS"

"My particular difficulty is to get in a boys' club," confessed John, a 12-year-old New York Negro who longs to play with other boys in a neighborhood shack like the one pictured above. "But when I go around there," John went on, "most of the boys, they hit us with rocks." "Being a Negro" was the subject of another *Child's World* broadcast in which nine Negro boys and girls told what it feels like to be victims of race prejudice. John said, "It feels like you're walking down a lonely road and there's nobody else on the road . . . you don't see anybody except white people and you get a funny feeling." Viola gave her advice on street fights between Negro and white children: "If they start trouble with you, you shouldn't say nothing but just go on and next time they want to fight, you should fight back with them, but I think the first time you should give them a chance." Billy admired Negroes who excelled in sports but said, "I wouldn't try to be a star or nothing like that. I'd just cooperate with my fellow teammates." Elizabeth struck a hopeful note when she concluded, "I think we can all be happy if we just be together and act nice . . . and not every time you see each other, you give eyes and say all funny things—and faces. Be friends! She buy candy one day, and you buy candy the next day."

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NEW DIMENSIONS...



How big is the NEW America?



There are more people—12½ million more than there were before the war. Today, there are over 142,000,000 men, women and children living in the U. S. A.

There are more families—nearly 5 million more than there were in 1940. That brings the estimated total of U.S. families to just about 40 million.

There is more education. The high school graduate population of this NEW America has soared from some 23 million in 1940, to over 35,500,000 today. And a better educated public means a new widespread desire for the goods and services that go with a higher standard of living.

How big is LIFE?



More people read LIFE than read the next two largest weekly magazines combined. 27,572,000 people—over one fifth of our nation aged 10 and older—read the more than 5,200,000 copies of LIFE that are bought each week!

More families read LIFE each week than read any other magazine! The 14,950,000 LIFE-reading families represent 36 per cent of all the families in the country!

Thus, LIFE reaches a greater number of consumer "buying units"—individuals and families—than is reached by any other single medium. And these LIFE-reading "buying units" can be the source of the *increased sales volume* that American business needs in today's competitive low-margin economy.

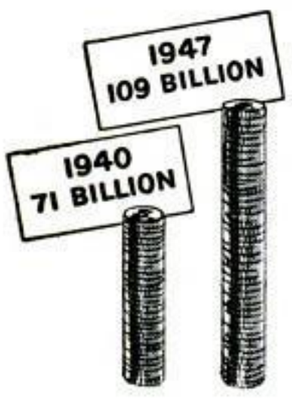
LIFE Magazine of

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} for a country... and for a magazine



How big is the Buying Power of this NEW America?



U. S. personal consumption expenditures adjusted for changes in price level

It's bigger than it's ever been!

Millions of families have moved into higher income groups. The number of families in the $5000-and-over group has tripled. And there are nearly three times as many families in the $3000 to $5000 income group as there were in 1941.

In 1947 the people as a whole had 40% more spendable money—*even after allowing for inflation*—than they did in 1940.

This new American wealth—this wider distribution of wealth—makes our country, today, the greatest potential market for goods and services the world has ever seen!

How big is the Selling Power of LIFE

American advertisers and advertising agencies know that LIFE is the medium with enough size, and penetration, and impact to move more goods in the gigantic New American market.

In 1947, advertisers invested $72,633,200 in LIFE! That's over $13,000,000 more dollars-for-selling—22% more—than were invested in the next most popular magazine!

LIFE's advertising revenues

And in the first five months of 1948 that advertising leadership *increased to 26.6%*.

America's retailers, too, know the tremendous impact of LIFE—and sell with it in their windows, their own advertising, and throughout their stores. Just one example: during the first 5 months of 1948, sales-wise retailers bought over 6 million lines of newspaper space in which to tie in famous brands with the selling force of LIFE.

That's over twice as much space as they used for tie-ins with the next 6 magazines combined!

Thus, both manufacturers and retailers offer hard, cold, dollars-and-cents evidence of their knowledge that LIFE *sells goods—profitably!*

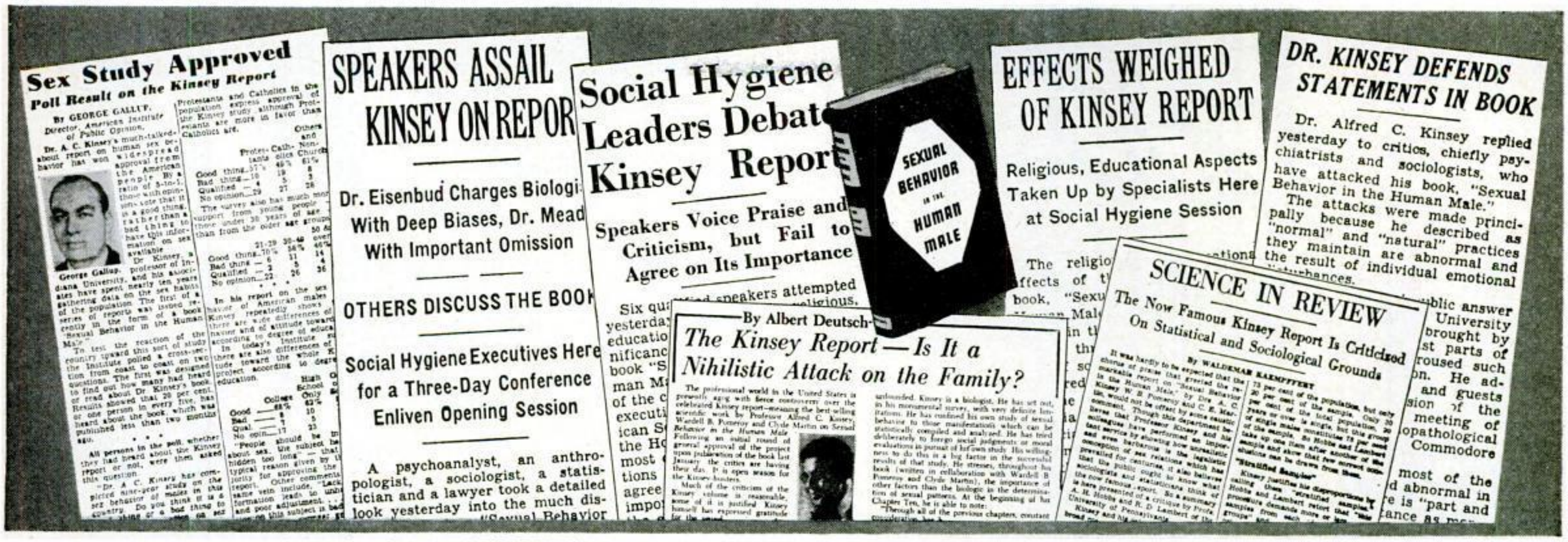
For they know that LIFE is the greatest advertising force—*the most efficient selling force*—in the New America.

the New America

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IN HIS OFFICE at the Institute for Sex Research at Bloomington, Ind. Dr. Alfred C. Kinsey has an extensive collection of books concerning human sexual behavior, the subject he has been investigating scientifically for the past 10 years. The files visible at bottom contain some of the detailed case histories he has been using as source material.

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EXPERT AND INEXPERT OPINION ON KINSEY FILLED THE PUBLIC PRESS AND RANGED FROM HIGHEST PRAISE TO DRASTIC CONDEMNATION

Report on Kinsey

Indiana expert on the private lives of gall wasps and American men has stirred up the greatest biological commotion in the U.S. since Darwin

by FRANCIS SILL WICKWARE

NOT only as a marathon best-seller but more as a phenomenal source of talk and controversy, *Sexual Behavior in the Human Male* within a few months virtually has attained the status of a new American institution. In spite of its price ($6.50) and massive proportions (a 3-pound volume of 804 pages), the now famous Kinsey Report immediately soared up the nonfiction best-seller lists after publication early in January and has stayed at or near the top ever since. Sales in July crossed the 200,000 mark and there is no visible ceiling; an eventual total of a million copies seems not impossible. To find another purely scientific book with a record which even approaches this, it probably is necessary to go back to Darwin's *On the Origin of Species*, published in 1859.

Nevertheless there is still a good deal of confusion surrounding the Report. For instance, it is loosely referred to as "the last word" in sex studies, whereas in fact it does not purport to be anything of the sort. *Sexual Behavior* is the product of nine years' labor by Dr. Alfred C. Kinsey, Wardell B. Pomeroy and Clyde E. Martin, all of Indiana University, and is based on the sex histories of some 5,300 American men of various ages, occupations, and social, economic and educational levels—histories obtained through extensive personal interviews and supplemented and embroidered by a copious text. The Kinsey group expects to accumulate 100,000 such histories and plans to publish at least eight additional studies by 1968. Now in preparation is *Sexual Behavior in the Human Female*, which probably will appear early in 1950. This will be followed by studies of the sex habits of prostitutes, of married couples, sexual problems in institutions and so forth, until the Indiana researchers feel that they really have exhausted their subject. Meanwhile the current Kinsey book should be regarded as an interim progress report and not as a completed work.

In the midst of the uproar over Volume I, however, this explicit limitation generally has been ignored by both Kinsey praisers and Kinsey panners. The Report has been hailed as a "milestone of science," among other things, and has been attacked as an assault on the family as the basic unit of society, as a negation of moral law, as a celebration of licentiousness and as a bad influence generally. The extravagant communiqués from both pro- and anti-Kinsey camps rarely made note of the qualified nature of the Report.

Far from subsiding with the passage of time, the initial excitement created by the Report has been stimulated by an astounding number of reviews, critiques, summaries, interviews and "think pieces" which have saturated every level of journalism, from the tabloids to the most recondite scientific publications. The Report likewise has been the subject of innumerable forums, round tables and debates, both on and off the radio, and it already has spawned a respectable library of satellite subreports, or keys to Kinsey. Two were published less than 24 hours apart, after a breakneck publishing race: *Sex Habits of American Men*, a symposium of articles edited by pro-Kinsey Albert Deutsch, and *American Sexual Behavior and the Kinsey Report*, a watered-down résumé by Morris L. Ernst and David Loth, wherein Attorney Ernst pleads in part for a revision of the laws governing sex offenses. Lately it even has been reported that imposters representing themselves as Kinsey interviewers have approached students at Columbia University and have obtained data from workers in a New York office building, including most of the girls at a well-known model agency there. (When in doubt, get in touch with Dr. Kinsey at Bloomington, Ind.)

Besides the literary and forensic to-do, everybody but a few favorably situated hermits must be painfully aware that the Kinsey Report has been a godsend to radio comedians, nightclub jokers, gin-mill raconteurs and connoisseurs of the shady quip. Such expressions as "hotter than the Kinsey Report" and "too old for Peter Rabbit and too young for the Kinsey Report" became commonplace, and Kinsey jokes of course are legion. As a subject of conversation the Report can be depended on to nose out Wallace, Russia, the elections and the high cost of living for the better part of an evening.

All of this is, of course, hig ly gratifying to the W. B. Saunders Company of Philadelphia—the world's largest publishers of medical books exclusively—as well as to Kinsey and his coworkers, even though none of them gains a penny from the sales. Their policy is to plow all royalties back into the general research fund (officially known as the Institute for Sex Research, Inc.) in



NEW WORLDS of suspicion, as shown by this Herb Williams cartoon, were opened to doubting wives by Kinsey's revelations on men.

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PUBLIC CURIOSITY aroused by publication of *Sexual Behavior in the Human Male* extends to the author's private life, has inspired a flood of cartoons.

KINSEY REPORT CONTINUED

order to help finance the continuing studies. The hubbub over the Report also has given much aid and comfort to the Kinsey Distilling Corp. of Linfield, Pa., which reports a goodly increase in sales and is making no effort whatever to dispel an apparently widespread belief that there is some tie-in between the Report and the distillery. Dr. Kinsey himself has disavowed any relationship —family or otherwise—with J. G. Kinsey, the founder of the company.

Before *Sexual Behavior* was published, many experts who reviewed the material predicted that it would provoke a grievous outcry if the book were released to the public at large, and the Kinsey group and the Saunders Company anticipated a considerable amount of protest from educators, professional moralists and other arbiters of American thought. This protest simply did not develop—possibly because these gentry were incoherent from shock—but it may now be in the making. Only a minuscule fraction of the heavy mail received by Kinsey contained anything but praise and most of the critical letters were from obvious crackpots. A Gallup poll showed that the man in the street approved publication of the Report by a ratio of about five to one.

Indeed it is more than likely that the major objection to the Report was registered by purchasers who thought they were getting a volume of scientific pornography and instead found themselves halfheartedly toying with a tome of statistics.

The contrasting manner of men and women buyers of the Report offers an interesting footnote to the dictum that women—not men—are the hardheaded realists of the world. It seems that the ladies approach the bookstalls with confidence and determination and ask for *Sexual Behavior* in clear, firm tones, whereas men are apt to skulk and snoop and indulge in furtive circumlocutions like "that book by that Indiana professor" or "you know, that Report."

Certain it is that the Kinsey phenomenon could have bloomed as it has nowhere but in America; most Europeans are frankly amazed by the sensation created by the Report. "What is it all about?" one puzzled U.N. delegate demanded. "Why do you people make so much of this? Is there anything new?" The answers, it appears, are to be found on several different levels. One undoubtedly is the veneration accorded to science in the average man's thinking, and the Report is "scientific." Not only that, but its material was assembled by the sampling and interviewing methods which have come to enjoy such high favor among American laymen in recent years. The Report thus differs from such pioneer works as Havelock Ellis' *Studies in the Psychology of Sex* just as a Gallup-poll election forecast differs from the observations or prognostications of individual experts.

One of the commonest questions asked about the Report is how Kinsey enlists his interviewees and how he then persuades them to furnish truthfully the highly detailed and intimate histories on

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AT HOME Mrs. Kinsey knits a sock for her husband while they listen to records from their large collection. On weekends they often give concerts for guests.

which the studies are based. During the early days of the project Kinsey encountered a good many obstacles in the form of protests from educators and doctors and even occasional harassment by the police, but he says that volunteers always were fairly plentiful, once the serious purpose of the research was explained to them. Kinsey found that persons of every level are eager to aid a scientific undertaking and that most of them are motivated, in the words of the Report, by "... the measure of altruism that is to be found—if one knows how to find it—in nearly all men." Of course the altruism is pretty deeply buried in the criminal groups, and Kinsey recounts long and patient efforts to gain the confidence of key members of the underworld. For example, he once spent days on a Broadway corner making friends with bookies, hoodlums and other fragrant characters. Once they had contributed their histories, many of them proved useful as contact men in securing other interviews in these recondite circles.

On the other hand, he readily obtained several thousand histories from members of his many lecture audiences, and he likewise accumulated a large number of so-called "100% samples"—that is, all members of certain limited communities such as college fraternities, reformatories and similar institutions. Since publication of the Report it has become quite fashionable to be interviewed by Kinsey, and consequently there has been a waiting list of volunteers.

Sympathetic and absolutely confidential

AS for actual taking of histories, the Report says, "There are, after all, only two reasons why anyone should hesitate to contribute his sex history to a scientific project. He may hesitate because he fears that the interviewer will object to something in his history, and he may fear a loss of social prestige, or legal penalties, if his history were to become a matter of public knowledge." One of the most important of the many tough requirements for a Kinsey interviewer is the ability to adapt himself to any and all sorts of persons; he never must show the slightest surprise at whatever he may hear but always must maintain a completely impartial—though sympathetic—attitude. After gaining the subject's confidence and putting him at ease, the interviewer assures him of the absolutely confidential nature of the proceedings. The questionnaire is delivered from memory, and the answers are recorded in an elaborate secret code to which only Kinsey and his immediate colleagues have the key. Likewise they alone may consult the files and records, which are stored in special vaults, presumably burglarproof. Kinsey has said that he would at once destroy this material if he ever had reason to believe that it might fall into the hands of prying outsiders.

The average interview lasts about 90 minutes and consists of between 300 and 521 questions, starting with simple statistics concerning age, place of birth, marital status, education, etc., and

CONTINUED ON NEXT PAGE



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gradually leading around to the subject's past and current sex experience and his recollections of dawning sexuality in early youth. At various stages in the rapid-fire interview there are subtly disguised questions designed to check the validity of such recollections, as well as the general honesty of the subject's answers. In addition Kinsey has done repeat interviews with samples of his original subjects and claims that there is no important discrepancy between the first and second sets of answers. On the whole the laboriously developed questionnaire has been hailed as a masterpiece, and there is no doubt that the Kinsey people handle it with superlative effectiveness.

With few exceptions Kinsey's findings came as no great surprise to psychiatrists, sociologists, doctors, law-enforcement officers and other students of human behavior; on the contrary, the Report generally documented and confirmed long-held theories, suppositions and beliefs. The over-all finding of the Report is that male sexual activity commences earlier in life than is sometimes supposed, continues into a ripe old age in most cases and takes several forms other than the obvious. Confirming Freud's theories of infantile sexuality, Kinsey reports sexual response in boys as young as five months, while at the other end of the scale he says that only 30% of males are impotent by age 70. By age 15, 95% of the adolescents are regularly engaging in sexual activities of one kind or another, and the next few years mark the lifetime peak of such activity.

Some of Kinsey's findings are of sociological interest for their revelation of the wide gap between the moral standards based on America's Puritan tradition and the actual behavior of Americans. For instance about 85% of the men in the sample had premarital sexual experiences and the virginity of many others depended on the flimsiest of technicalities. Also, after marriage about 50% of the males are unfaithful to their wives at some time. About 70% of Kinsey's males patronize prostitutes at one time or another. Kinsey believes that there probably are just as many prostitutes now as in the old red-light days of a generation or so ago, but he says that the place of prostitution in masculine thinking about sex undoubtedly is less important than it used to be. Just about the same proportion of males utilize prostitutes as in the past, but the frequency of visits has fallen off by a third or more, partly because of the increased availability of nonprostitutes.

Preferences and prejudices

PERHAPS the most interesting Kinsey finding is that sexual habits and prejudices vary from one social level to another as widely as do vocabularies, table manners and social niceties in general. Certain practices which are viewed tolerantly by the upper level are considered taboo by the lower, which is even apt to be prejudiced against kissing and likewise has an aversion to nudity. In the main, lower-level males (referring to educational levels) restrict themselves to simple sex with a minimum of preliminary falderal, and they view with disdain the "perverted" build-up activities prevalent in the upper level. The upper level frowns on premarital experience while the lower level not only takes it for granted but deems it the only logical and natural activity for unmarried males. Among lower-level males extramarital adventures are most frequent at younger ages and tend to decline later on, whereas the reverse is true in the upper level. Anent these and other class differences, Anthropologist Geoffrey Gorer comments, ". . . Dr. Kinsey has supplied a great number of tables by which one can rate oneself, and, in an appendix, has thoughtfully broken them down by age, education, marital status, etc. With a little trouble one can find out how one stacks up in frequency of 'outlet,' variety of 'outlet,' and even more intimate anatomical details with one's peers. 'Keeping up with the Joneses' acquires a new and perhaps slightly ribald significance."

Kinsey finds that there is a direct connection between the onset of adolescence and the male's total lifetime sexual activity; the earlier adolescence is attained, it appears, the more vigorous will be the individual's sex life and the longer will he retain potency. In this connection he finds another difference between his upper and lower levels. Males who go to high school but not beyond show the highest rates of activity, followed by grade-school graduates and finally—at a considerably lesser rate—the college group; this relative position is true of all ages from 16 to 40. Kinsey states that his grade-school figures are reduced by the large number of malnourished, physically retarded males in this group, who mature comparatively late and therefore have a lower rate of activity. The physically and mentally fit grade-schoolers have more activity than any other group. By occupations Kinsey ranks semiskilled laborers

CONTINUED ON PAGE 92



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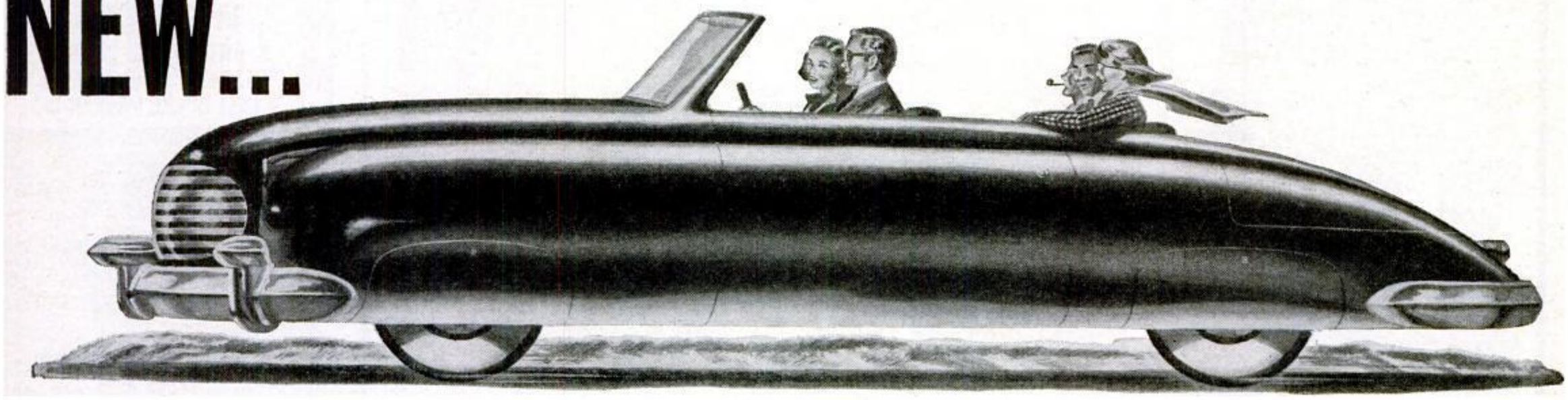
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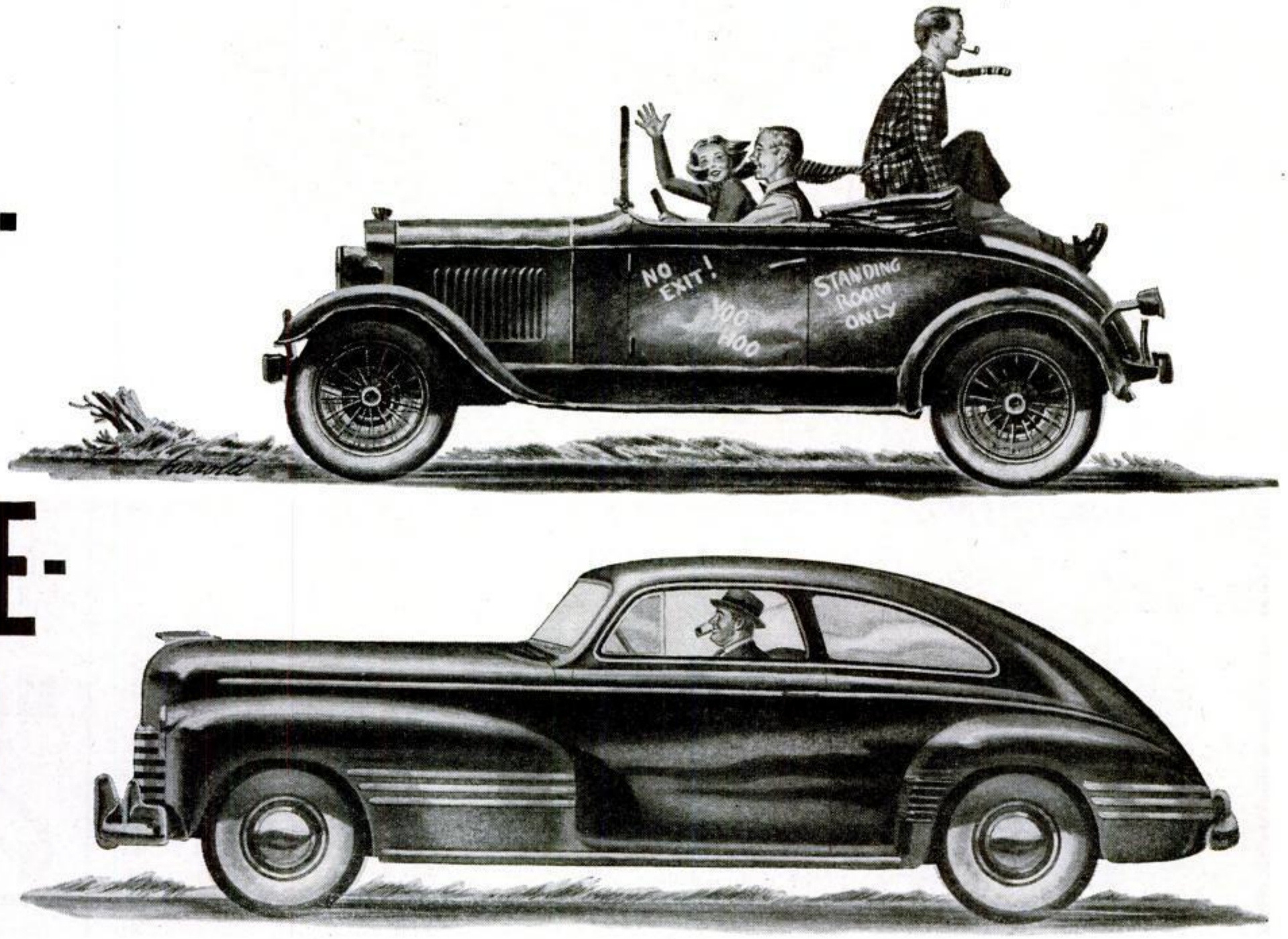
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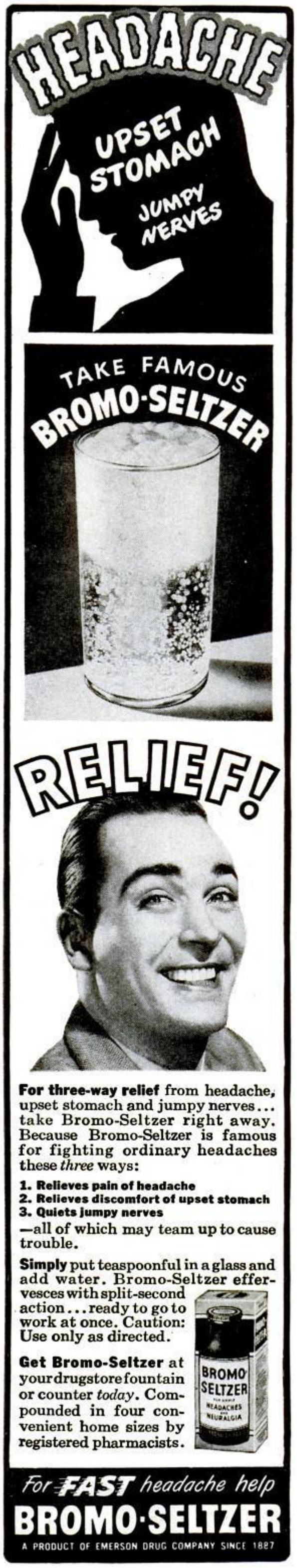
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SORTING MACHINERY tabulates sexual experience data collected by Kinsey and Assistants Pomeroy (*center*) and Martin. Code used on cards is secret.

KINSEY REPORT CONTINUED

first, followed by professional men, white-collar workers, and skilled workers in last place.

As a scientist Kinsey eschews passing any judgments on the behavior of his male sample and for the most part refrains from offering opinions or conclusions. However certain conclusions are implicit in the Report or have been read into it by critics and reviewers. The most widely publicized "conclusion" is that there should be a general revision of the laws governing sex offenders. By and large the American legal code in this sphere is based upon the ancient English common-law precept that no form of sexual activity is permissible unless it can lead to reproduction within wedlock. American males do not conduct their sexual lives in conformance with the code, nor did their fathers and grandfathers, for Kinsey's figures show that there has been no material change in the pattern of masculine sexual activity during the last generation or two. As pointed out in *American Sexual Behavior and The Kinsey Report* by Morris Ernst and David Loth, our sex laws vary from state to state almost as widely as the divorce laws. For instance Nevada considers adultery "no crime" while in Michigan adulterers are subject to four years in jail and/or a $2,000 fine. In Georgia seduction may be punished with a 2-to-20-year prison term, whereas in adjacent Florida it is "no crime"—with the Federal Mann Act standing guard at the border.

Kinsey estimates that if all the sex laws were rigidly enforced, and if all the sex-lawbreakers were apprehended, practically all (95%) American males would have served prison terms; likewise, in the periodic "sex clean-up" drives, if the dragnet caught all the legally erring fish in a community, most of the men would be behind bars. Furthermore, says Kinsey, the sex offender who actually is hauled up may be caught between the abrasive grindstones of upper- and lower-level morality. In another generalization Kinsey states, "On sex cases, the decisions of the judge on the bench are often affected by the mores of the group from which he originated. Judges often come from better educated groups, and their severe condemnation of sex offenders is largely a defense of the code of their own social level." These judges, he avers, are most severe in their punishment of the casual intercourse which is so acceptable at the lower level, whereas the lower-level cop takes an easy view of this "normal sex" but a much more severe view of anything "abnormal."

Some Kinsey critics

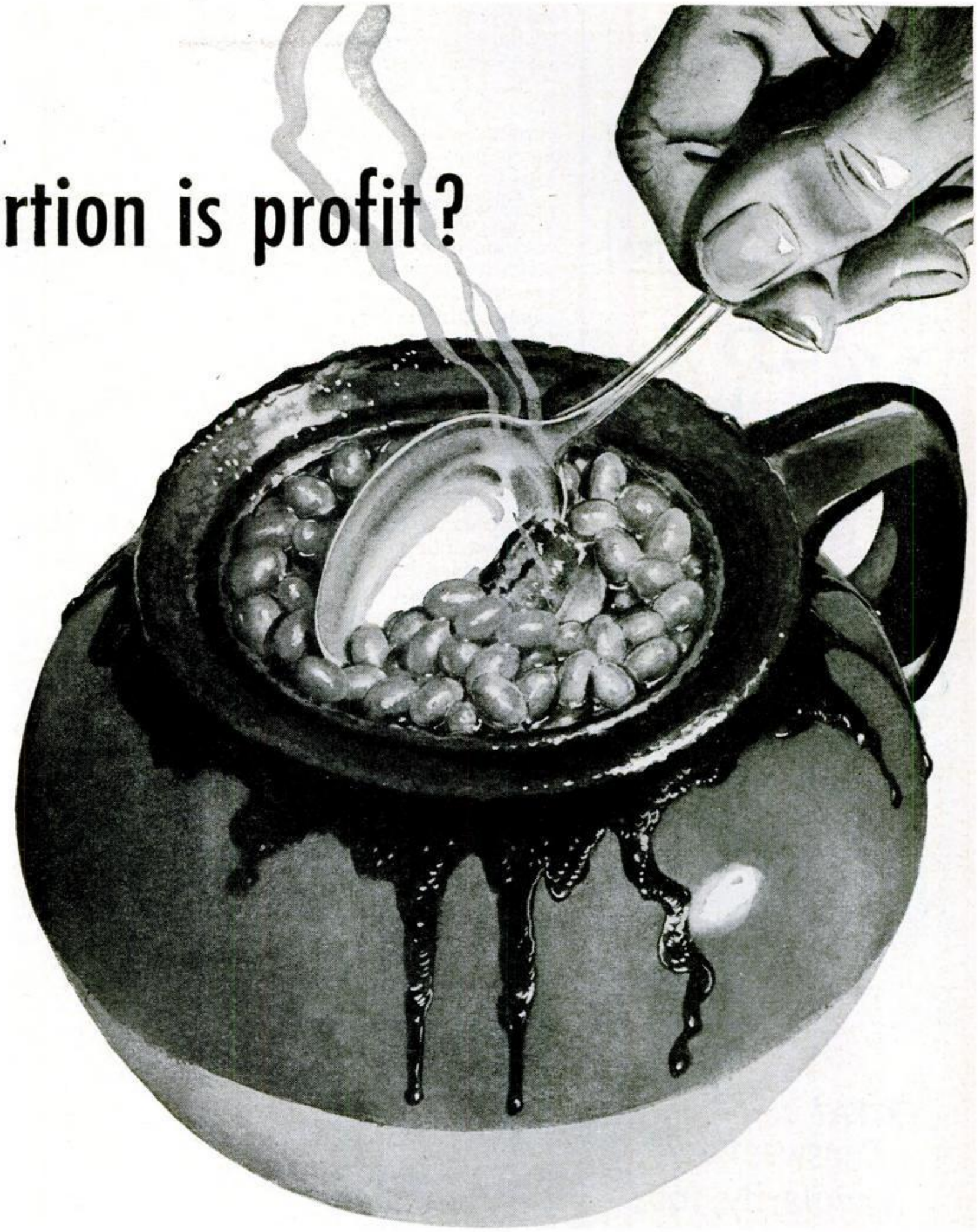
As was noted before, the initial reaction to *Sexual Behavior* was a chorus of praise for the Report and loud huzzahs for Kinsey, with little or no criticism developing in quarters where it had been expected. However there were those who took a dim view of the project, and lately the Report has come in for some fairly severe and widespread censure. Within recent months three mass-circulation magazines carried articles attacking the book. Much more significant than these general protests are the specific objections and criticisms made by sociologists, anthropologists, statisticians, psychiatrists and others. It should be said that no responsible scientists have issued any over-all denunciation of Kinsey's work, but

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How big a portion is profit?





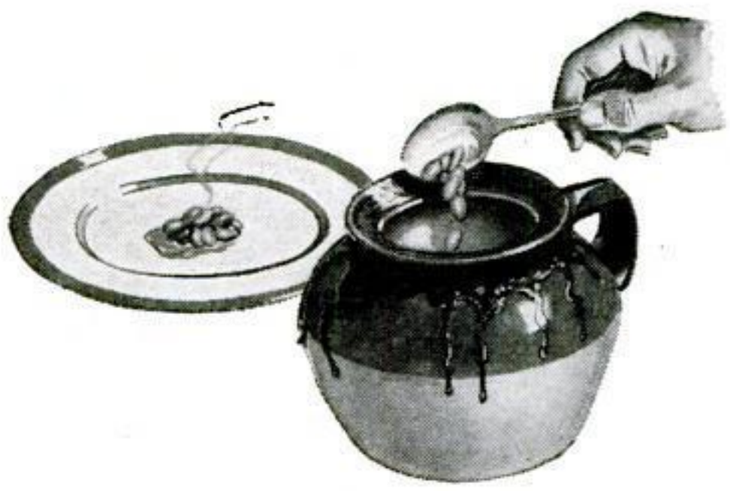
1. You hear a lot of talk these days about how much of the money that industry takes in goes for profit. Many folks have an idea that profits take a pretty big portion of the "bean pot."



2. The great majority of these same people—when asked what they thought would be a *fair* profit for business to make—said *from 10 to 15 cents out of each dollar of sales.*



3. But the fact of the matter is: *Government figures show industry averages less than half that much profit!*



4. And remember, about half of what industry does make goes "right back into the pot" to help pay for the development and expansion that bring more products, more jobs, and greater security for all.



5. That's the way the American system works to give more people more good things than are enjoyed anywhere else on earth!

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many of them have raised fundamental points which sharply qualify the acceptability of the Report as a whole. The more important criticisms can be summarized as follows:

Nature of the sample. A number of reviewers have remarked that the title *Sexual Behavior in the Human Male* is misleading since Kinsey's sample is virtually confined to white U.S. males, and the group involved with the survey is far from representative of the total U.S. male population. Thus 56% of Kinsey's sample are men in college; in the population they are only 15%. The median age of the population is around 30; less than a fifth of Mr. Kinsey's men are over that age. Certain groups—notably the Catholics and the farmers—are inadequately represented, whereas male prostitutes, psychoanalysts, institution inmates and others are encountered in the sample with far greater frequency than they are found in the population. The Report makes no pretense of reflecting possibly wide differences between the regions of the U.S.; since practically all the interviews were obtained in a few northeastern and upper-tier Midwestern states. Furthermore, regardless of the distribution of the sample, it has been suggested that many of the males who volunteered for the Kinsey interview may have been psychologically unrepresentative—that is, motivated by exhibitionism or some unconscious drive to tell all.

Statistical method. One feature of Kinsey's handling and presentation of the figures in the Report has been criticized as leading to distortions. Kinsey's interpretations generally are based on the mean, instead of the median or the mode. With the distributions of sexual outlets found by Kinsey the mean is invariably the highest of the three, because it reflects unduly the influence of the exceptional subjects—in this case, the "sexual athletes" who have a high rate of outlet, and those who are completely extreme. Thus, where the commonest figure for most people, as reflected in the mode, might be one outlet a week, and the median, or midmost figure, might show 1.99, the figure for the mean might be 2.74—all the figures being based on precisely the same set of data.

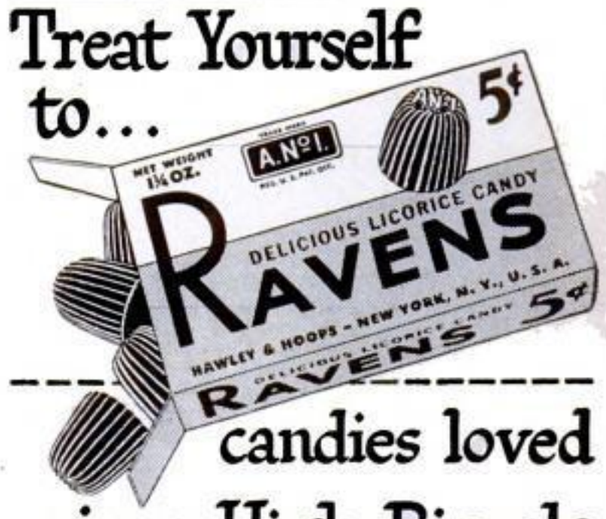
Kinsey's evaluations. The most provocative criticisms of the Report are those concerned with what has been called Kinsey's "atomization of sex"—that is, his exclusive preoccupation with the "outlet" as the whole of sexuality and his seeming determination to reduce a highly complicated psychological and emotional phenomenon to a mere biological reaction with as little significance as sneezing. To this Kinsey might well reply that he deliberately and necessarily limited himself to the study of overt behavior and that the other aspects of sex are no concern of the Report. But, among others, Dr. Robert P. Knight has asked whether a study as pretentious as this one is justified in making any such arbitrary limitation. Suppose, for example, Kinsey undertook a study of the behavior of the adrenal glands, and for his yardstick selected some measure of the quantity of adrenal secretion. If he merely reported the amount of adrenalin put forth with no mention of the way the adrenals react to emotions of fear and rage, and the way the body reacts to the adrenalin, the report would be considered misleading, to put it mildly.

The question of "normality"

PART and parcel of the Report's biological simplification of sex is its implication that because something is commonplace it therefore is "normal." The sociologist or the psychiatrist would judge the "normality" of any act or practise in context with the circumstances and manner in which it occurs, and more particularly in the light of its effect on the individual. In its obsession with "outlet" as the be-all and end-all, this context is ignored by the Report, and its own assumption of "normality" on the basis of incidence has been denounced as nonsense. As more than one reviewer has pointed out, homosexuality and the common cold have about the same incidence; and, according to the reasoning of the Report, if homosexuality is to be considered "normal" on the basis of numbers, then the common cold ought to be equally "normal."

Also stemming from its biologic approach are the frequent attempts of the Report to justify certain human activities simply because they have been observed in lower animals, and there are references to "basic mammalian behavior," behavior that is "normal among other anthropoids," and so forth. In his commentary on the Report, Lionel Trilling says, "But the argument *de animalibus* must surely stand by its ability to be inverted and extended. . . . The female mink, we learn, fiercely resists the male and must be actually coerced into submission. Is it she who is unnatural or is her defense of her chastity to be taken as a comment on the females, animal or human, who willingly submit or who merely play at escape?" In his summary of a critique by A. H. Hobbs and R. D. Lam-

CONTINUED ON PAGE 97

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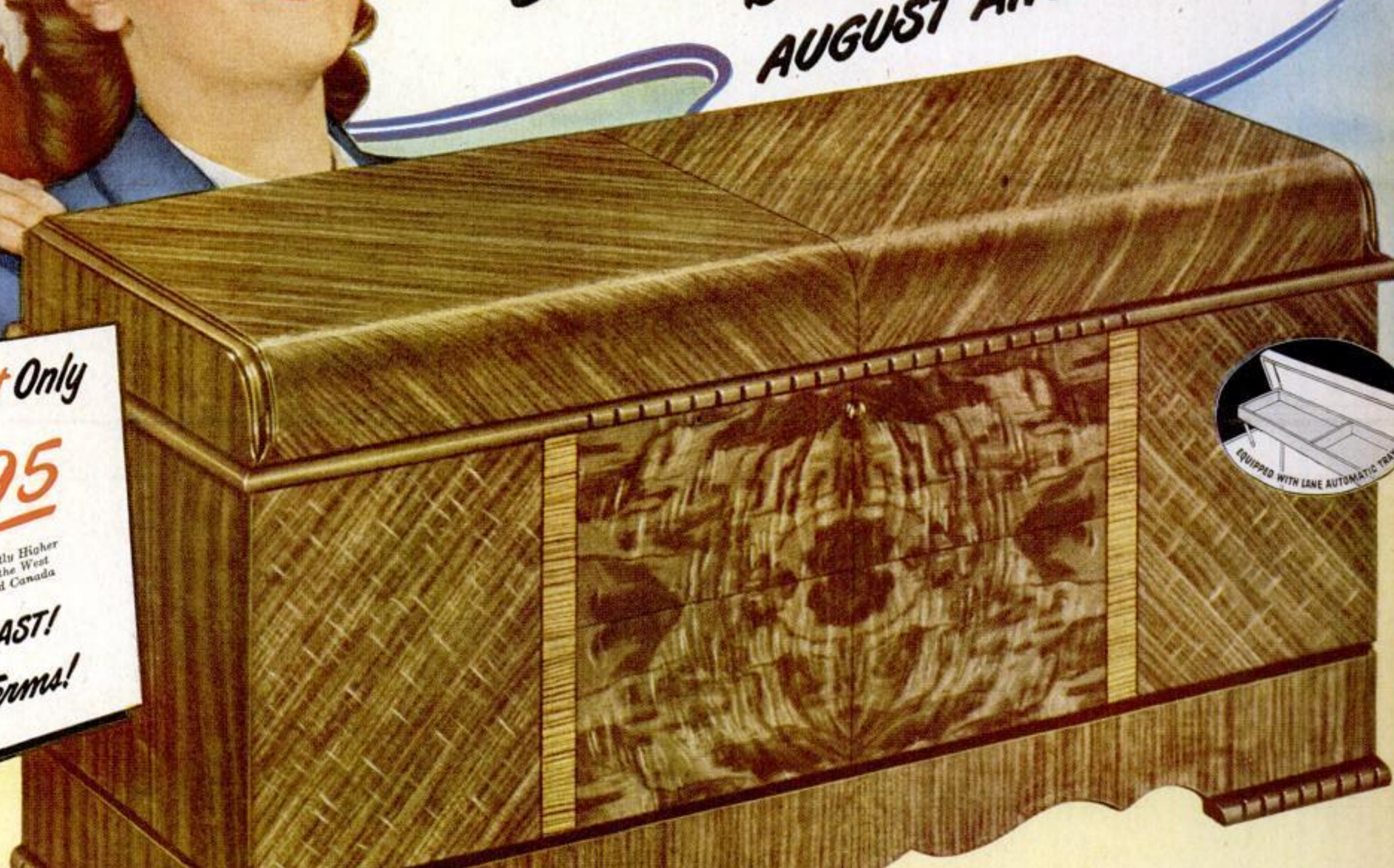
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No. 2252 A magnificent chest with front panel of matched American Walnut stump flanked with exotic African Zebra wood, and A-matched American Walnut. V-matched top and balance of case is American Walnut. Has Lane's patented automatic tray.

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This stunning Lane Chest has all Lane's exclusive quality and moth protection features. See it at your Lane Dealer's. Remember, a free moth insurance policy goes with every Lane Chest. The Lane Company, Inc., Dept. L, Altavista, Va. In Canada, Knechtels, Ltd., Hanover, Ont.

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No. 2221 18th Century drawer design in Honduras Mahogany. Hand-rubbed satin finish.

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Just rub it on the gums

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For quick relief from itching caused by eczema, pimples, athlete's foot, scales, scabies, and other itching troubles, use world-famous, cooling, medicated, liquid D. D. D. PRESCRIPTION. Greaseless, stainless. Soothes, comforts and checks intense itching speedily. 35c trial bottle proves it, or your money back. Ask your druggist today for D. D. D. PRESCRIPTION.

bert, of the University of Pennsylvania, the science editor of the New York *Times*, Waldemar Kaempffert, has this to say: "If we are to accept this kind of reasoning . . . we shall have to consider speech, abstract thought, writing, driving an automobile, wearing clothes and making studies of sexual behavior as reprehensible in the sense that they are not 'normal' among lower animals . . ."

While the controversy over the Report goes on apace, Kinsey and his fellow probers move imperturbably toward their ultimate goal of 100,000 interviews and the full series of nine volumes. As mentioned before, the next publication will be *Sexual Behavior in the Human Female*, which doubtless will be *the* best seller of 1950. Until it is ready to appear—or nearly ready—Kinsey understandably refuses to give out any previews of the material. However, as a general observation it appears that women are erotically responsive to fewer sexual stimuli than men and are far less active sexually. Indeed, the interviewers have encountered so many females with no appreciable sexual activity of any kind in their histories that they probably will have to collect at least 7,500 female cases to approximate the sample of 5,300 males in the current Report. Despite traditions of maidenly modesty Kinsey finds that the ladies are quite as approachable as the men and just as willing to talk. Asked whether she had been embarrassed by the interview, one girl replied, "It was a relief to tell someone impersonally what I could never tell anyone else." With a few modifications, the female questionnaire is the same as the male.

Kinsey and his work

THE entire Kinsey project had its origins in 1938 when, as a professor of zoology at Indiana University, he was approached by a group of serious-minded students who wanted to ask some questions about sexual adjustment in marriage and human sexual behavior generally. Kinsey listened carefully and then shook his head. No man to answer a serious question glibly, Kinsey decided that he simply didn't have the information. So he put off his students until he had read a score or more of books on sex, and found them unsatisfactory; he still couldn't answer the questions with what he considered scientific accuracy. At that point he determined to seek the facts in life rather than in books. His eager students petitioned the university to institute a "marriage class." This was devoted in part to giving instruction, but it also served as a fact-finding organization for Kinsey, who conducted intensive sex-quizzes among the students. Soon he began to expand the quizzes and give them to other students and faculty members who had taken an interest in the course. In 1938 he secured 62 histories and during 1939 he added more than 10 times that number—still mostly from students and faculty members plus a few personal friends. In this period Kinsey himself did all the interviewing and paid all expenses out of his own pocket. Indeed for some time he continued financing the project out of savings, even to paying the modest salary of his assistant. From the start he resolutely refused to capitalize on the undertaking, although he probably could have made a small fortune from lecture fees alone.

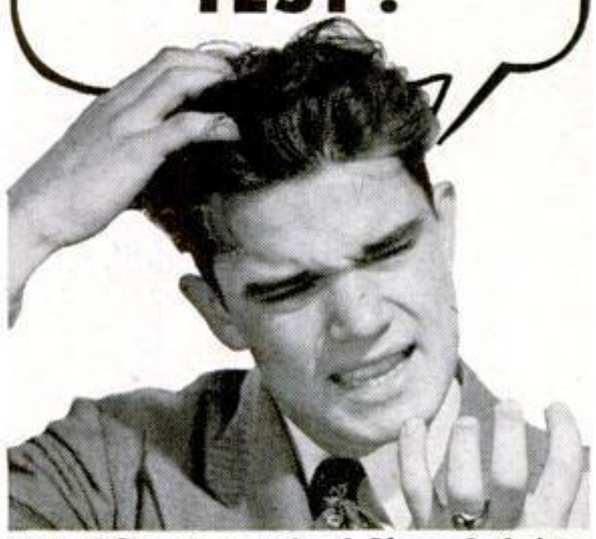
By the end of 1940, however, the survey was costing more than Kinsey could stand and he approached the National Research Council for assistance. This body's Committee for Research on Problems of Sex approved a cautious grant of $1,600 for a year's work. Later the council asked the Rockefeller Foundation to underwrite the Kinsey research on a more suitable scale, and through the Foundation's Medical Sciences Division, Kinsey was guaranteed $40,000 annually for at least three years. Before the grant was made both the research program and Kinsey himself were carefully scrutinized by the foundation, which concluded that he was not merely well but superbly qualified for his undertaking.

As a matter of fact, most of Kinsey's life has been spent in making elaborate surveys in the field, utilizing "the taxonomic approach," which—in Kinsey's words—"is primarily concerned with the measurement of variation in series of individuals which stand as representatives of the species in which he (the scientist) is interested." Kinsey's specialty was wasps, particularly a diffuse variety (there are approximately 3,000 different kinds) called the gall wasp. He was attracted to them partly because no one else in this country knew much about them, and partly because they live in woods and bramble patches, and collecting them made it necessary for him to be outdoors a good deal of the time, which he liked. Twenty-five years passed before he was satisfied that he had really got to the bottom of the subject. In the first dozen years he traveled 200,000 miles in the U.S. and Mexico and ultimately collected a total of 5 million specimens.

In 1921 Kinsey married Clara Bracken McMillen, a 24-year-

CONTINUED ON NEXT PAGE

CAN YOUR SCALP PASS THE FINGER-NAIL TEST?



TRY IT! Scratch your head. If you find signs of dryness, loose ugly dandruff, you need Wildroot Cream-Oil hair tonic. Grooms hair . . . relieves dryness . . . removes loose dandruff! Contains soothing Lanolin, an oil resembling the natural oil of your skin.

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old graduate student in chemistry, and in the fullness of time two daughters (Joan and Anne) and a son (Bruce) were born (a fourth child died in infancy). All the Kinseys were enlisted in the pursuit of the gall wasps, and when the little ones reached an age where they could contribute more assistance than distraction the family spent holidays roaming the country, everyone on the lookout for a particular kind of scrub oak tree which the gall wasp favors for laying its eggs.

Despite the ruggedness of life with Kinsey in the gall wasp era Mrs. Kinsey now looks back on it with a certain nostalgia. In those days she at least was with her husband most of the time, whereas now Kinsey is so often away from Bloomington and so busy at the sex research laboratory when he is in Bloomington that she sees much less of him than she would like. One evening while Kinsey was off interviewing she remarked to a group of friends, "I hardly ever see him at night any more since he took up sex." The little Kinseys are full grown and tolerantly refer to the current project as "Dad's sex period." Joan is married to an Indiana medical student, while Anne Kinsey is a dress designer for Hyman & Company in Chicago. Son Bruce is a junior at Oberlin College in Ohio.

Everyone who knows the Kinseys reports that they are not only happily but ideally married. Kinsey calls Mrs. Kinsey "Mac" (from her maiden name) and Mrs. Kinsey calls Kinsey "Prok," a nickname invented by Kinsey students who joined the "pro" in professor with K, his last initial. At parties Mac and Prok usually behave as though they had just met and are trying to impress each other, and unless the general conversation is pretty stimulating Kinsey is apt to devote his whole attention to his wife. For their part the Kinseys entertain each Sunday evening with a two-hour phonograph concert, with records from Prok's large collection of serious music. This has been their pleasant custom for the past 20 years.

Ever since his Spartan boyhood in a poor and tough section of Hoboken, N.J., Kinsey has driven himself like a dray horse but never harder than at present. With the sex project now virtually a major industry he not only devotes anywhere from 10 to 15 hours per day to interviewing but in addition is saddled with a huge load of correspondence, administrative detail, public-relations work and assorted activities. However, this routine seems to agree with him and he looks much younger than his 54 years. He is a rugged, tweedy man with a shock of sandy hair which usually is completely out of control and a pleasant, easily smiling manner which covers an intensely serious nature. In the years of interviewing people of every kind for the Report he has picked up a wide range of obscure vocabularies and in conversation can switch from highly technical language one minute to the argot of a race-track tout—or a streetwalker—the next. He is given to wearing bow ties and moccasin-type shoes, and his suits almost never are in press.

Kinsey has the monolithic serenity of a man who believes completely in the importance of his work and who at the same time has complete confidence in himself. The job he has started is immense and he knows that he will be lucky to survive until it is finished. Asked once about the "message" of the first Report, Kinsey reluctantly answered, "If I had any ulterior motive in making this study, it was the hope that it might make people more tolerant." Perhaps when all the Kinsey books are written he will have succeeded.



A HUMAN FEMALE is interviewed by Kinsey for his next volume, now being researched. Although he wants to expand his small research staff, Kinsey is having difficulty in finding candidates who can meet his rigidly high standards.

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WHO, AS A BAT BOY BACK WHEN THE BABE WAS KING, USED TO RUN ERRANDS FOR THE BAMBINO....

ANOTHER DOZEN HOT DOGS AFTER YOU HIT THIS ONE, MISTER BABE?

IF YOU ASK ME... THIS IS GOING ABOUT MAKING 60 HOME RUNS THE HARD WAY!

ENJOY ROYAL CROWN COLA

BENDIX WAS A NATURAL RIGHT HAND HITTER IN SEMI-PRO BALL...

...SO LEARNING TO BAT LEFTY WAS A TOUGH THREE-WEEK GRIND

IF THIS KEEPS UP I'LL BE TOO SKINNY TO PLAY THE BABE!

BENDIX LOST 10 POUNDS IN THE FIRST WEEK OF SHOOTING!

BENDIX DONNED THE UNIFORM THE BABE WORE WHEN HE HIT HIS 60TH HOME RUN IN 1927... BASEBALL'S MOST FAMOUS UNIFORM...

THEN HAD TO "PLAY" THE BABE IN FRONT OF RUTH HIMSELF!

UM-M-M

IS IT REALLY TH' BABE?

WHEN BENDIX RELAXED BETWEEN INNINGS HE ENJOYED A BIG FROSTY BOTTLE OF
ROYAL CROWN COLA
THE ONE AND ONLY COLA THAT'S BEST BY TASTE-TEST!

RC TASTES BEST! I FOUND THAT OUT WHEN I TOOK THE FAMOUS COLA TEST. RC WAS MY WINNER, AND I'VE BEEN A LOYAL FAN EVER SINCE

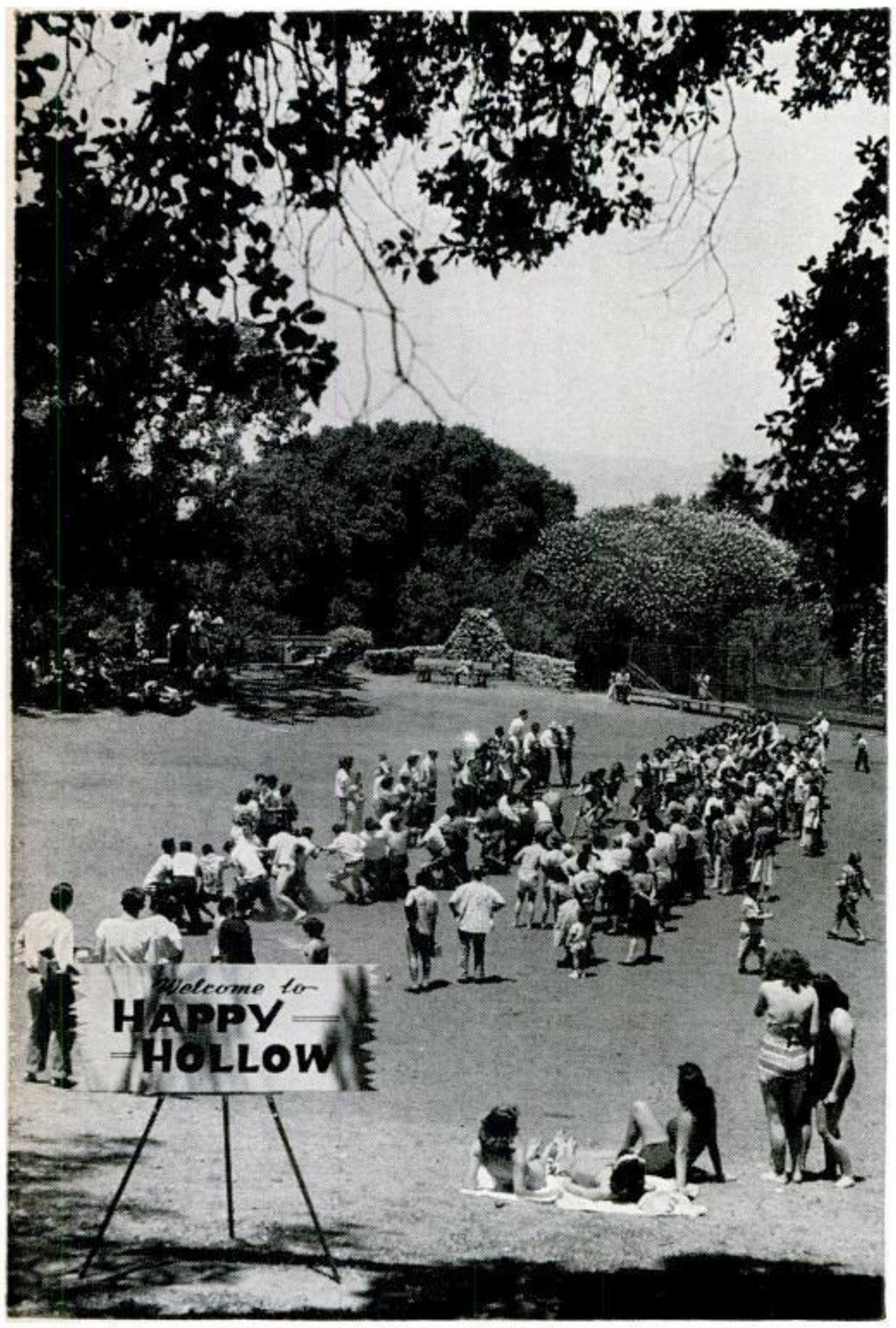
P.S.....TRY ROYAL CROWN COLA... *THE ONLY COLA THAT GIVES YOU ALL 3....* 1. COOL REFRESHMENT.. 2. TWO FULL GLASSES... 3. BEST BY TASTE-TEST FLAVOR!

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IN THE SACK RACE Greenhorn John Emerson (*left*) veers out of his lane and smacks into a rival. Ending up flat on his back after collision, Emerson, who heads the company's experience-rating department, promptly rated himself overage for sack-racing and re tired from the sport. Out of a field of 21 only seven sack racers crossed the finish line

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TUG OF WAR pits 30 men against 60 women. With a one-ton edge the women won in eight minutes. Different companies picnic at Happy Hollow each week.

Life Goes to a Company Outing

California office employes shed some dignity and flex rarely used muscles at annual picnic

On a normal working day the 350 employes of the Pacific department of the Hartford Insurance Companies in San Francisco go calmly about their jobs in a $26 million-a-year business. One day this month, however, like many U.S. businesses the company shut its doors, shed its dignity and repaired to a nearby bosky dell called Happy Hollow for its annual outing. There, in that sudden and usually unwise access of athletic energy that overtakes the sedentary worker, everybody, high and low, played softball, joined in sack races, drank beer and got to know the other fellow without his necktie and his office manner. The unathletic girl who dragged her athletic boyfriend to defeat in the three-legged race had equal troubles in the egg toss (*right*). Wives and stenographers weary of the strutting of muscular males came into their own by skunking the men in the tug of war. Some picnickers too lazy to stumble and sprawl through the athletic events spent the day lolling under the trees exercising their stomach muscles on a lion's share of the picnic's 3,800 bottles of beer and pop, 1,200 ice-cream bars and vast quantities of barbecue, mixed pickles and popcorn.

Except for confirmed introverts and for bosses who are later embarrassingly uncertain whether they kissed their secretaries in a carefree moment, company picnics are always great successes. The gradually fading memory of Mr. Snodgrass falling in the brook is well worth the occasional price of a sore arm, blistery sunburn or a spot of poison ivy.



UNHAPPY EGG-CATCHER Beverly Wood shrieks as egg breaks through her fingers. Successful catcher (*below*) registers ecstacy. Egg-tossing teams consisted of a man and a girl who increased distance after each successful catch until only one pair of contestants was left with its egg intact.



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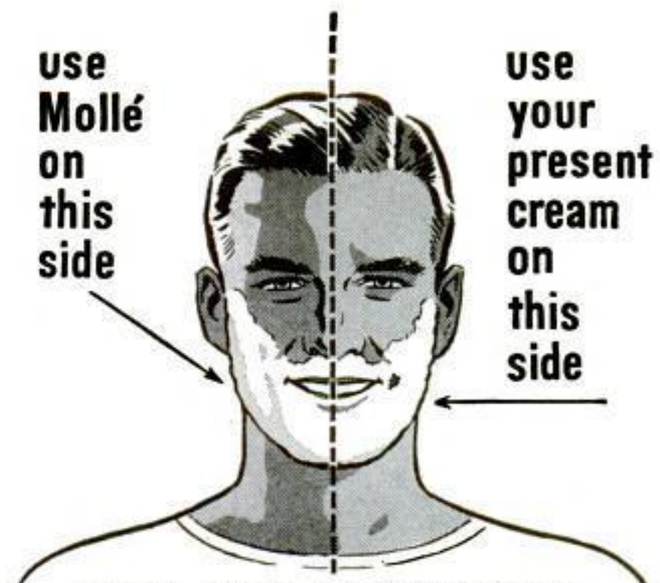
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Don't just *guess* what gives you the best shave—make this Mollé "Week-end Test."

1. Let your beard grow during the week end.
2. Monday morning, when your whiskers are at their longest and toughest, put your present cream on half your face.
3. Put Mollé, the heavier brushless cream, on the other half of your face. Spread it *thin!*
4. Go over your face JUST ONCE with your razor . . . and feel the difference.



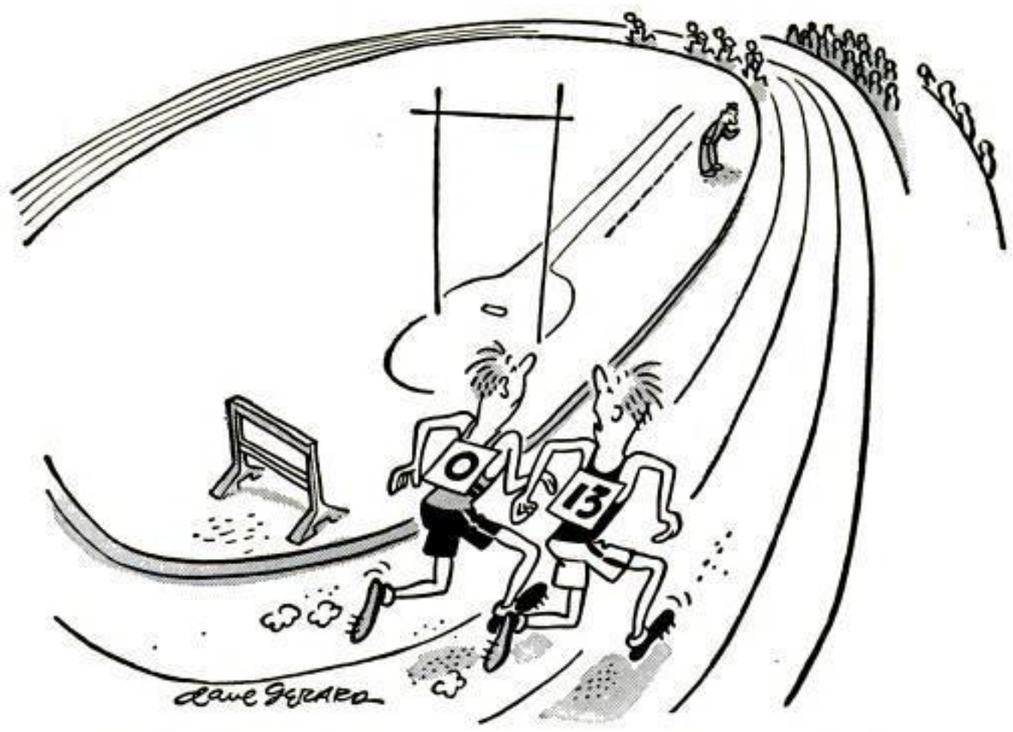
Double your money back . . .

. . . if Mollé does not give you the best shave you ever had in your life. Get a tube today.

If this test does not convince you, just mail us back the Mollé tube. Address, Box 49, New York 8, N. Y.



THE HEAVIER BRUSHLESS CREAM



"I'm thinking we should've had our Wheaties too!"

Makes sense to eat like a champion. Plenty of champions eat Wheaties. Bob Feller does. Ralph Kiner, Johnny Mize. These 100% whole wheat flakes, with milk and fruit, are a famous training dish. Bring you food energy, 3 B vitamins, minerals, proteins. Had *your* Wheaties today? "Breakfast of Champions"!

PULVEX FLEA POWDER

TWO KINDS

WITH 5% DDT . . . for dogs. Kills fleas and lice quick. Keeps fleas off 5-7 days. Many home uses

OR WITH ROTENONE . . . for cats, dogs. Quickly kills fleas, lice. Kills fleas when put on a single spot. Pre-war formula.

EITHER KIND: 25c & 50c



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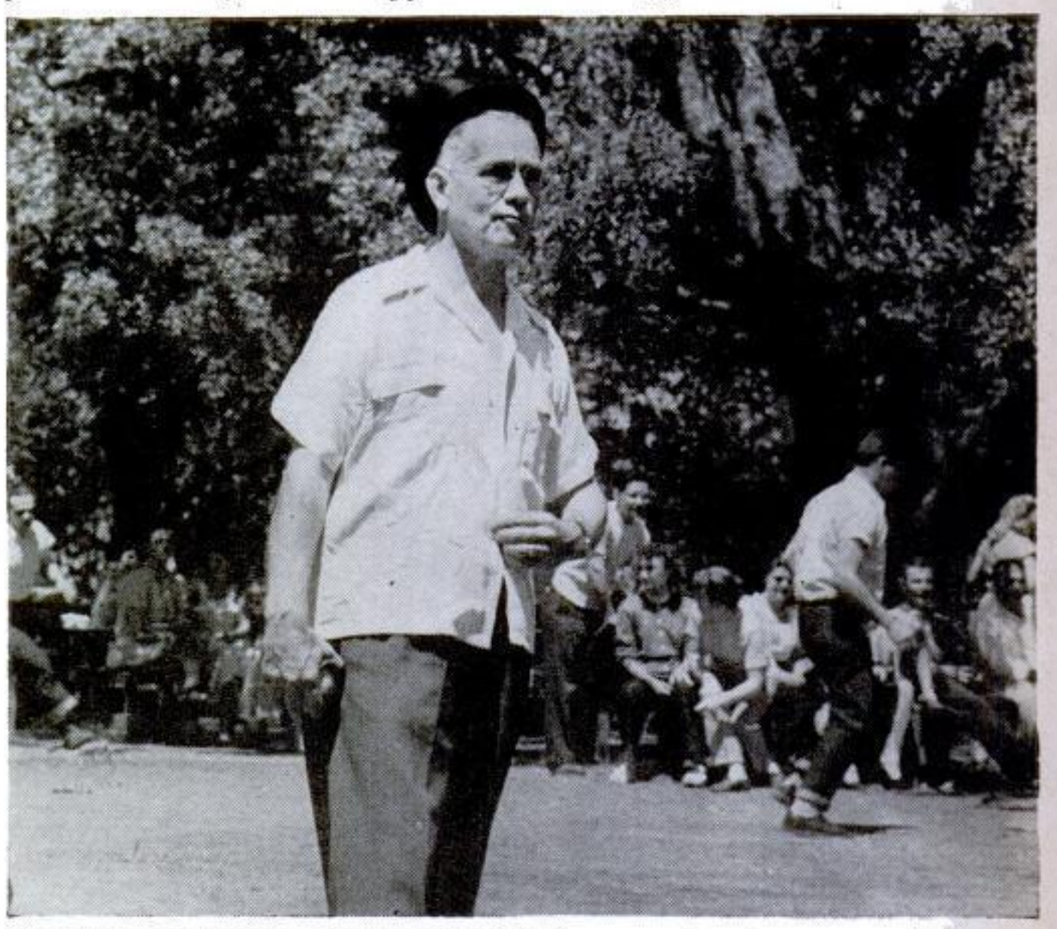
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Company Outing CONTINUED

PICNIC MAKES SPORTY CLOWNS



DOWN ON THE GROUND Stenographer Beverly Wood grimaces up at her partner after they came a cropper in the three-legged race and failed to finish.



ON THE SOFTBALL FIELD R. H. Butler, an assistant manager of the company, sports top hat and shirttails while serving as umpire for interoffice game.



ON THE TUG-OF-WAR LINE Insurance Underwriter Charles Kelly strips down to his trunks to help the men in losing battle against the women's team.

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OUT OF VERY SOLEMN PEOPLE



BEHIND HER TYPEWRITER in the brokerage department Stenographer Wood primly types about 25 letters a day and bills customers for their policies.



IN HIS PRIVATE OFFICE Assistant Manager Butler puts in many hours checking over promotional literature for burglary and fire insurance policies.



BACK AT HIS DESK Underwriter Kelly is kept busy the entire day translating daily reports into endless statistics and plotting them on regional maps.

CONTINUED ON NEXT PAGE

a beautiful piano with a magnificent tone



LESTER *Betsy Ross Spinet*

famous for tone

Choose America's most famous Spinet . . . the Lester Betsy Ross . . . and be sure of exquisite tone that actually improves with use.

Children and adults find new pleasure in playing this quality piano that is equally famous for responsive touch and abundant volume.

Available in handsome traditional or modern designs; compactly sized to fit all rooms.

Your dealer will gladly show you the genuine Betsy Ross Spinet . . . and arrange convenient budget terms.

Guaranteed for ten years; made ONLY by the Lester Piano Manufacturing Company Inc., builders of world renowned Lester Grand Pianos.

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ONE *name quality price*

Lester Piano Manufacturing Co., Inc., Lester 13, Pa.

Send me your 24-page illustrated book showing piano arrangement in the home. (Enclose 10c for postage.)

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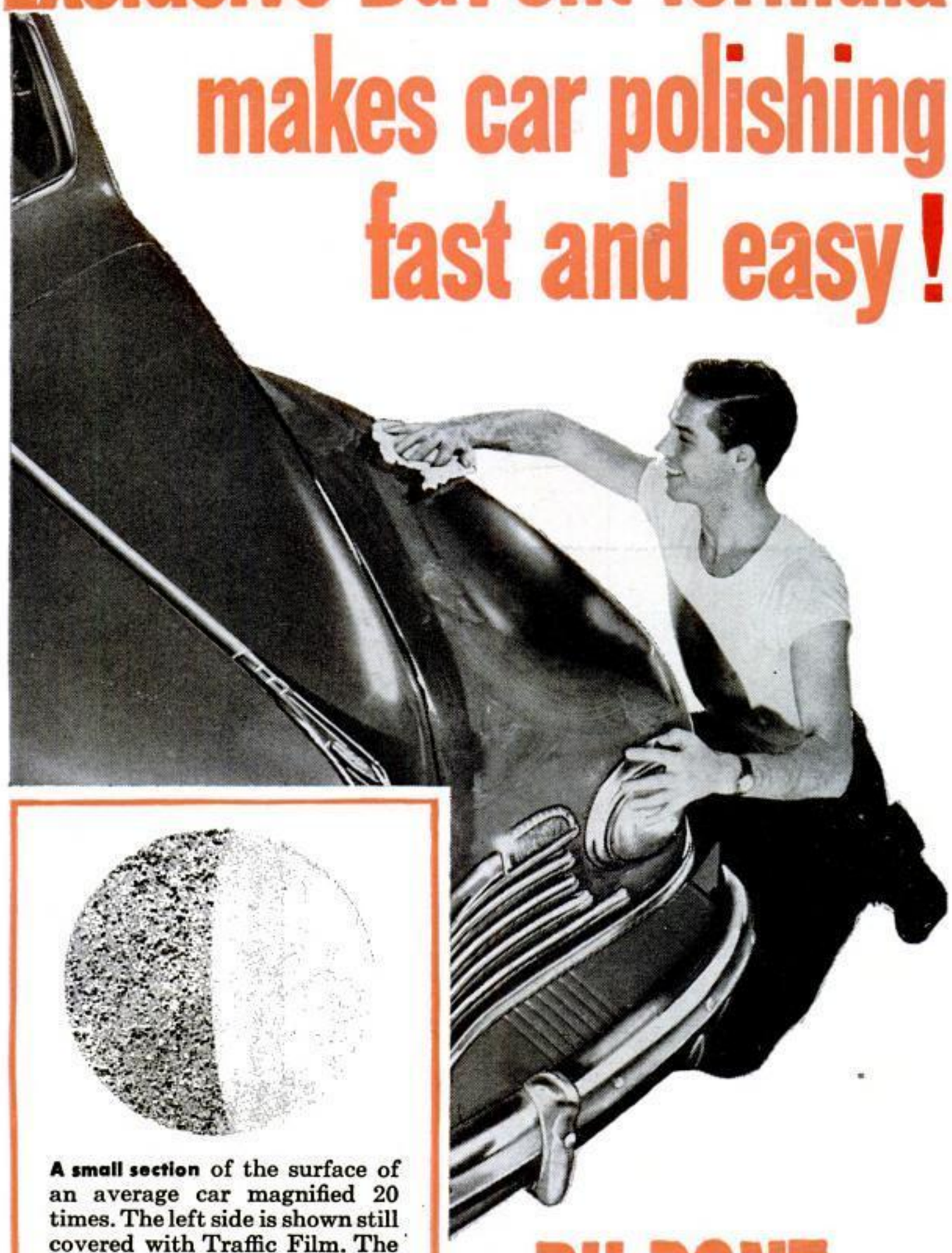
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A small section of the surface of an average car magnified 20 times. The left side is shown still covered with Traffic Film. The right side has been cleaned with Du Pont NO. 7 POLISH.



DU PONT №7 POLISH

CONTAINS "STROKE SAVING" METHYL CELLULOSE

Now you can polish your car in half the time . . . get a brilliant shine easily and quickly with Du Pont NO. 7 POLISH. Made by a patented formula, Du Pont NO. 7 POLISH loosens dirt and grime quickly . . . cleans up *fast*, without streaking . . . produces a high, dry gloss. It's the quick, easy way to car beauty!

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DU PONT
REG. U. S. PAT. OFF.

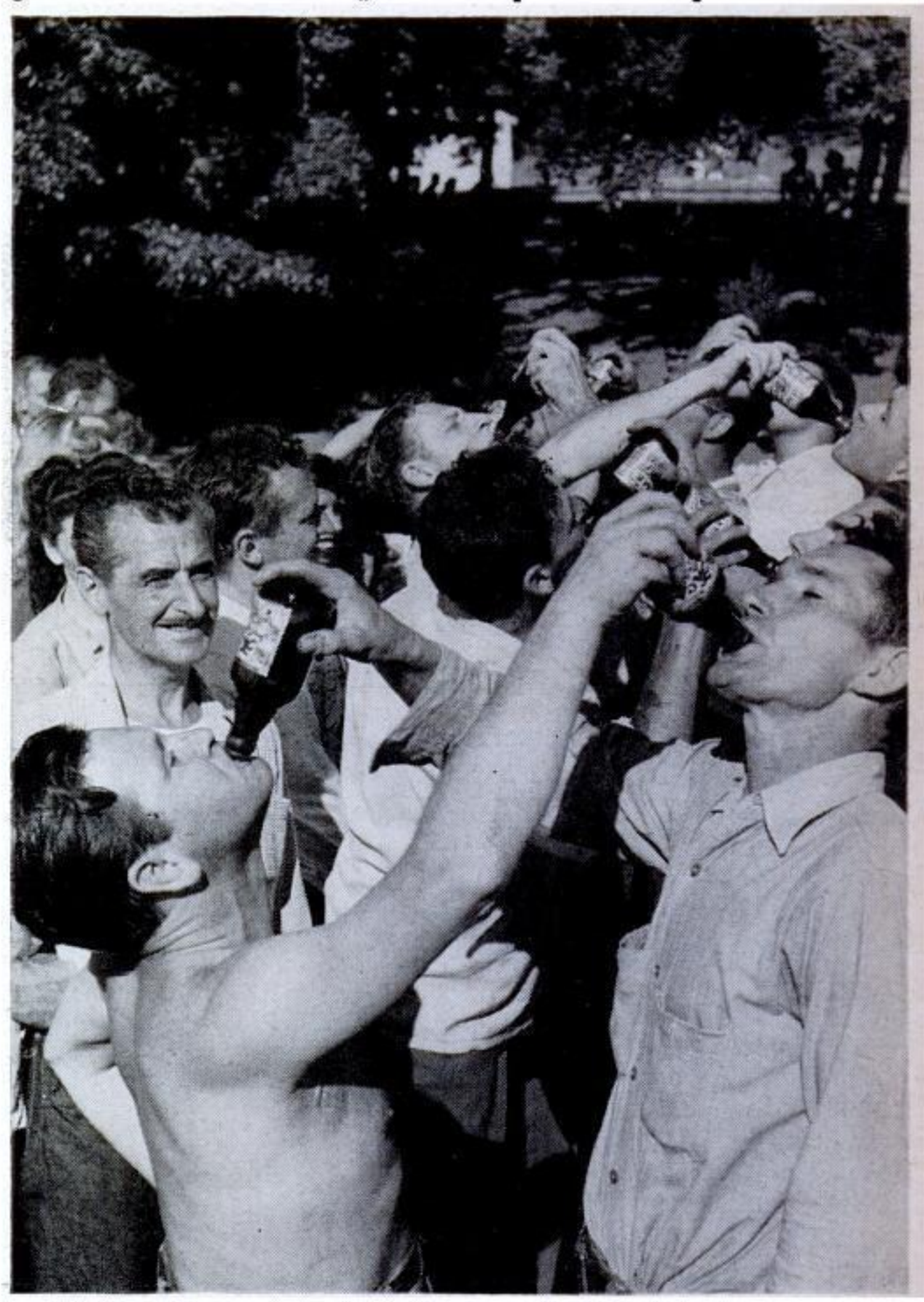
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DU PONT SPEEDY WAX



IN CINDERELLA RACE men paw frantically through a shoe pile for their girl friends' shoes so that the girls can complete the last lap to the finish line.



IN BEER-DRINKING CONTEST men hold nippled bottles for each other. The winner struggled through his bottle in four and a half minutes, won prize.

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Every mellow lustrous drop of Old Grand-Dad proclaims the validity of its Kentucky heritage. There is not—cannot be—a better, finer bourbon.

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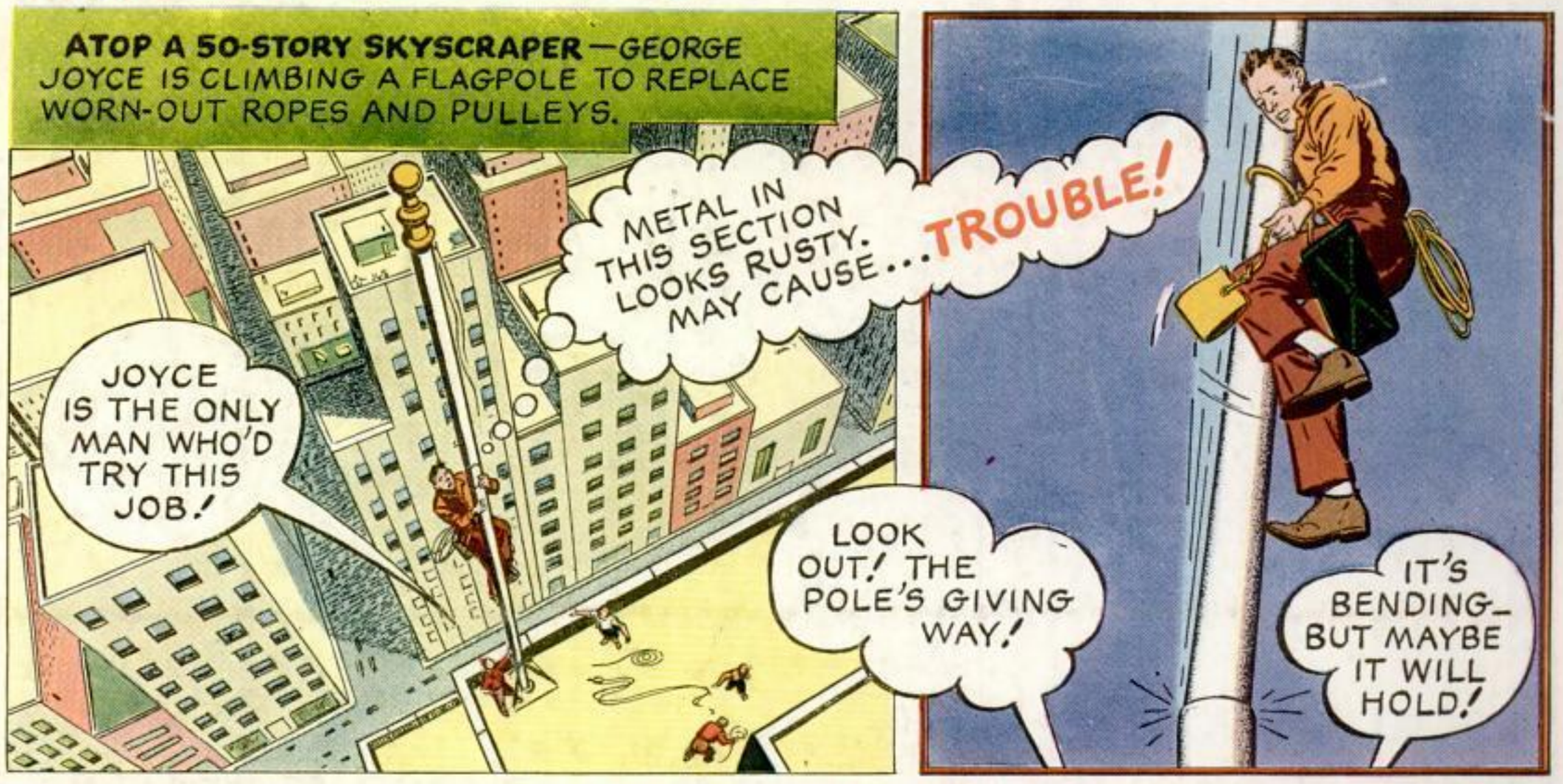
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ACE STEEPLE-JACK GEORGE JOYCE PROVES EXPERIENCE IS THE BEST TEACHER!

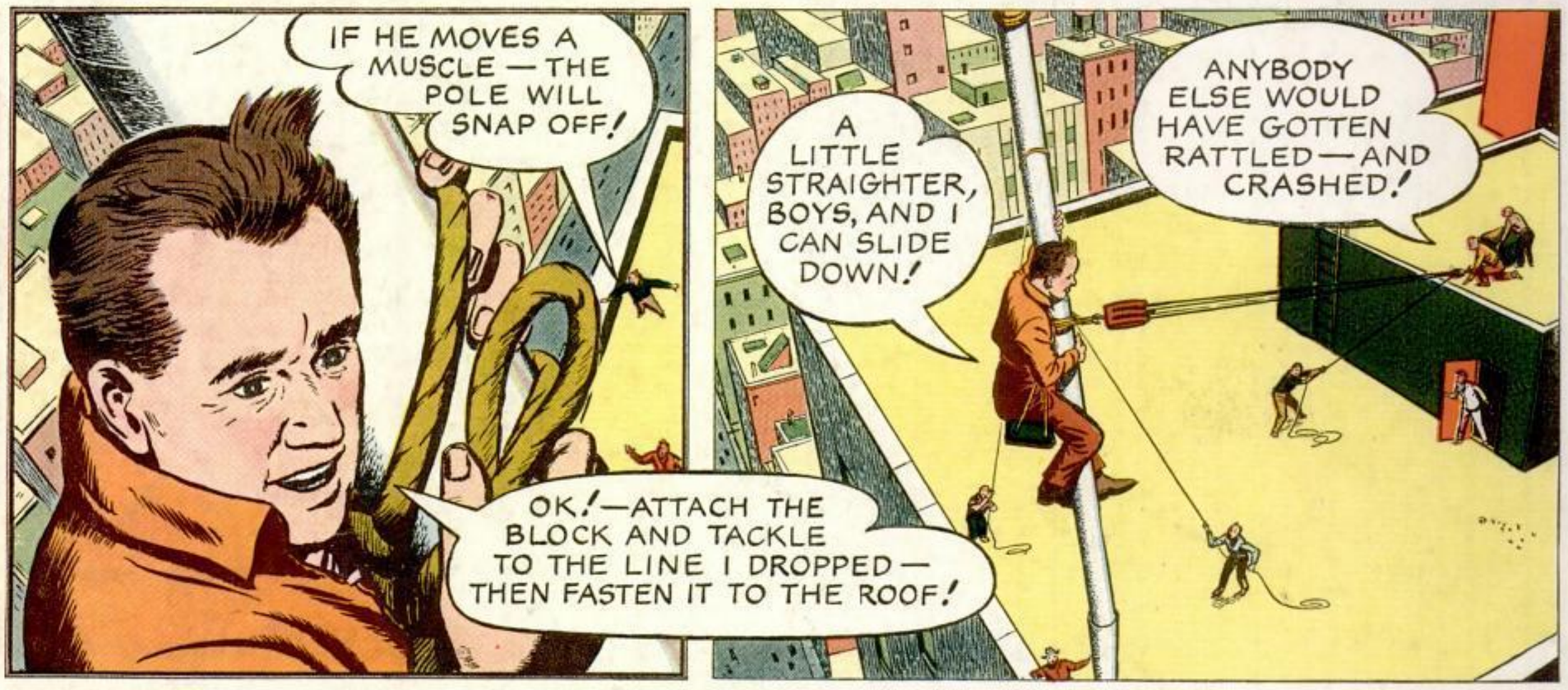


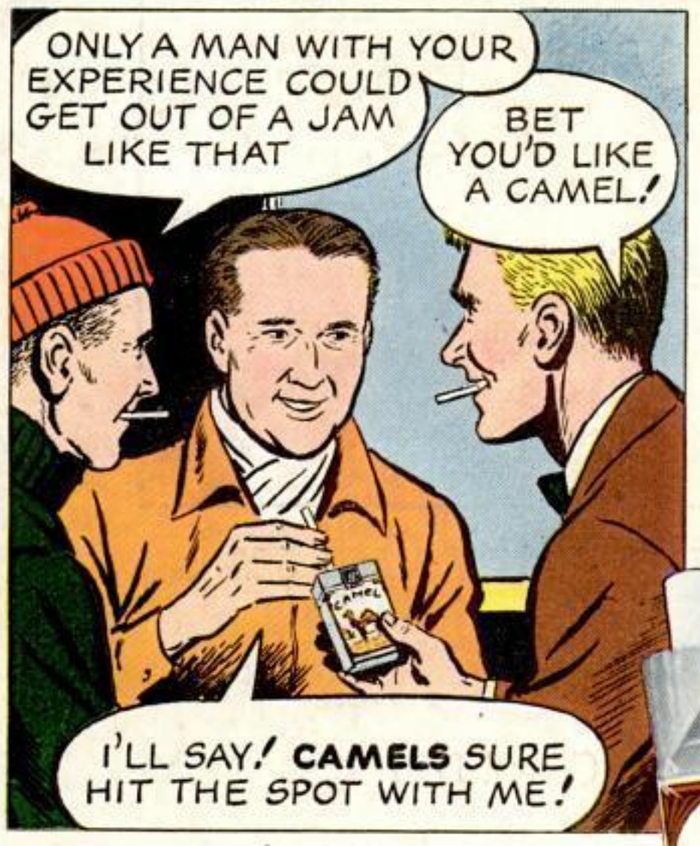


HANGING IN MID-AIR 50 STORIES UP.

JOYCE CALLS ON ALL HIS NERVE AND **EXPERIENCE.*** FIRST, HE QUICKLY REMOVES HIS FOOT FROM STIRRUP ROPE; THEN DROPS THE LINE TO HIS ASSISTANTS.

***EXPERIENCE IS THE BEST TEACHER—** IN STEEPLE-JACKING AND IN CIGARETTES TOO. WITH MILLIONS WHO HAVE TRIED AND COMPARED, **CAMELS** ARE THE **"CHOICE OF EXPERIENCE."**





STEEPLE-JACK **GEORGE JOYCE** SAYS—

I'VE LEARNED FROM EXPERIENCE IN SMOKING SEVERAL DIFFERENT BRANDS —THERE'S NO CIGARETTE LIKE A CAMEL!

George Joyce





YOUR "T-ZONE" WILL TELL YOU WHY!

T for Taste...
T for Throat...

That's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."

According to a Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

Three nationally known independent research organizations asked 113,597 doctors to name the cigarette they smoked. More doctors named Camel than any other brand.

MORE PEOPLE ARE SMOKING CAMELS THAN EVER BEFORE

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